

x DETROIT P
December / 1961
DEC

- *Milk crumb*
- *Raising fund-raising business*
- *Year's best candies*



the Manufacturing Confectioner

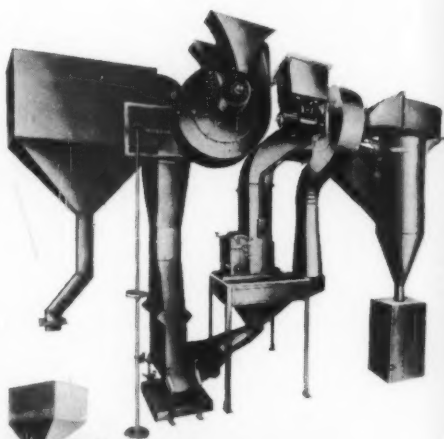
specialized publication for confectionery manufacturers

Control quality...cut costs with BURNS Cocoa Bean Equipment



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These two-stage cleaners remove both light & heavy trash—protecting flavor and fineness. Operating continuously, they guard against wear and depreciation of other equipment—and their design keeps breakage to a minimum.



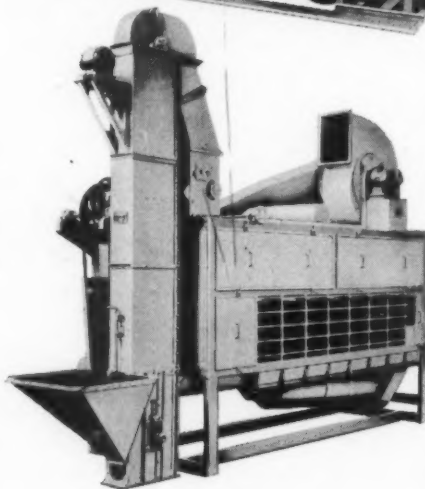
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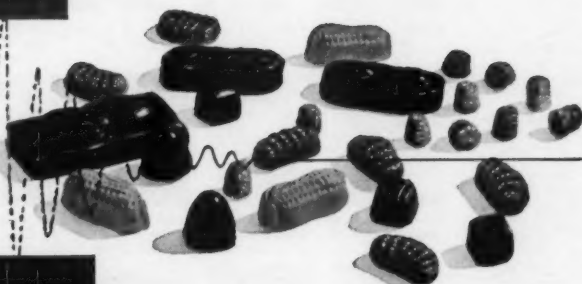


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President

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candy business

General Foods building chocolate processing unit in Canada

General Foods Ltd. has started construction of a processing plant for Baker's chocolate at LaSalle, Quebec. Site of the structure is adjacent to firm's coffee plant, and it will be completed late next year. Comprising 110,000 sq. ft., the plant will have a three story factory and an adjoining service building for employees, according to Plant Manager C. W. Spencer.

DeLapp heads Mars advertising

Joseph K. DeLapp has been made general advertising manager of Mars, Incorporated, Chicago. He joined Mars in 1950 in the promotional research and sales department. For the past 7½ years he has been territory manager in Indiana and California. DeLapp was appointed assistant to Marketing Director Norman Vance, Jr., last July.

Members named to round out two standing NCA committees

Nine executives of the candy field have been named to complete the membership of two committees of the National Confectioners Association. NCA Board Chairman David Sykes, Plantation Chocolate Co., announces new members appointed to the Manufacturer-Distributor Relations Committee for three-year terms are: Richard S. Gates, Charles N. Miller Co.; William D. Harmsen, Jolly Rancher Candies, Inc.; John W. Hoermann, M. J. Holloway & Co., Inc.; D. T. Perrella, Ferrara Candy Co.; W. J. Powers, Thomas D. Richardson Co.; and Menlo F. Smith, Sunline, Inc.

New members of the Advisory Committee on Food and Drug Administration Problems include: Ian M. Cribbs, Melville Confections, Inc.; Donald B. Howard, Vernell-Thompson Candy Co.; and Harold H. Hill, The D. L. Clark Co.

Burstiner forms Martini Chocolates

Irving Burstiner, former general merchandise and sales manager of Barricini Candies, has formed Martini Chocolates, Inc., Flushing, N. Y.

The basic product line will be high quality box

September sales of confectionery & chocolate were \$138.3 million

Sales of confectionery and chocolate products in September jumped 53% over August sales and were 2% higher than sales in September of last year. Manufacturer-wholesaler sales of \$109.9 million were 1% higher than September '60 sales, whereas manufacturer-retailer sales for September this year declined 1% compared to sales for the same period last year. On the other hand, Chocolate manufacturer's sales rose 10% in September above the same month a year ago.

TABLE 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons			
	Percent change		Estimated sales year to date	
	September 1961	from September 1960	9 months 1961	Percent change from 9 months 1960
Confectionery and competitive chocolate products, estimated total....	138,282	+ 2	862,975	+ 3
BY KIND OF BUSINESS:				
Manufacturer-wholesalers	109,907	+ 1	688,366	+ 2
Manufacturer-retailers ¹	4,892	- 1	49,974	- 1
Chocolate manufacturers	23,483	+10	124,635	+10
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES				
New England	12,239	- 7	67,907	- 3
Middle Atlantic	32,309	- 2	212,348	+ 4
N. Y. and N. J.	19,367	- 4	127,052	+ 5
Pa.	12,942	- 1	85,296	+ 2
East North Central	44,962	+ 5	255,206	- 1
Ill.	40,491	+ 4	226,198	- 2
Ohio and Ind.	3,125	+13	20,235	+ 8
Mich. and Wis.	1,346	+ 9	8,773	(²)
West North Central	4,554	- 2	33,352	(²)
Minn., Kan., S. Dak., and Neb.	2,250	-18	18,527	- 9
Iowa and Mo.	2,304	+19	14,825	+15
South Atlantic	4,619	+ 5	33,201	+ 2
Md., D. of C., Va., W. Va., N. Car., and S. Car.	1,816	+ 2	13,985	+ 1
Ga. and Fla.	2,803	+ 7	19,216	+ 3
East South Central: Ky., Tenn., Ala., and Miss.	2,131	- 6	15,432	+ 7
West South Central: Ark., La., Okla., and Tex.	2,430	+ 3	20,735	+ 8
Mountain: Ariz., Colo., Idaho, N. Mex., and Utah	1,145	- 2	8,426	+ 3
Pacific	5,518	+ 7	41,759	+11
Calif.	4,406	+13	34,612	+14
Wash. and Ore.	1,112	-11	7,147	- 1

¹Retailers with two or more outlets.

²Less than 0.5 percent change.

TABLE 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	First 9 months					
	September 1961		Pounds		Percent Value Percent	
	Pounds (1,000)	Value (\$1,000)	1961	1960	change (\$1,000) from 1961	change from 1960
TOTAL SALES OF SELECTED ESTABLISHMENTS	176,355	72,560	1,057,214	+ 6	420,724	+ 5
Package goods made to retail at:						
\$1 or more per lb.	5,992	6,048	30,043	- 7	33,521	- 4
\$5.50 to \$9.99 per lb.	20,943	10,338	92,553	+13	46,562	+11
Less than \$5.50 per lb.	25,850	7,424	161,821	+ 1	43,483	(²)
Bar goods	81,735	33,437	488,218	+ 7	194,761	+ 5
5¢ and 10¢ specialties	15,964	7,238	124,224	+ 4	57,015	+ 5
Bulk goods ²	25,871	8,075	160,355	+ 9	45,382	+13

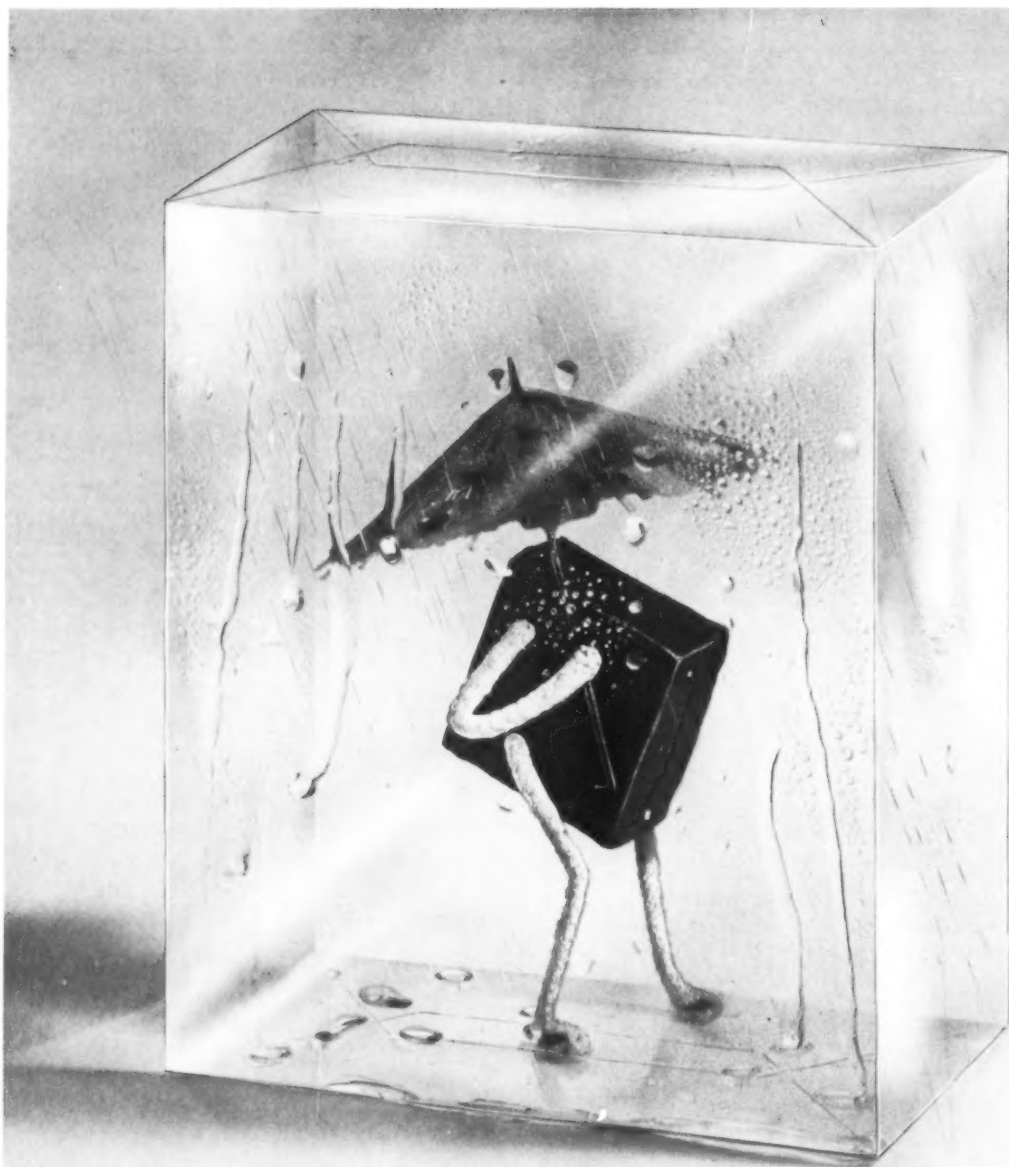
¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.

²Includes penny goods.

³Less than 0.5 percent change.

Data from monthly Current Industrial Reports of U.S. Dept. of Commerce

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chocolates in a "party-pack" size. Sales impulse racks have been placed in more than 500 stores (including supermarkets, gift shops and drug stores) in the New York counties of Nassau and Westchester, and New Jersey marketing areas.

Burstiner was with Barricini Candies for 26 years, becoming general sales manager in 1956. With Barricini his duties included preparation, planning and supervision of all merchandising, advertising, publicity, sales promotion, window and interior display, retail and wholesale sales.

Russell Stover earnings increased last year

Net earnings of Russell Stover Candies, Inc., for year ended August 31 were \$1,189,527. On May 1, 1960, the firm purchased three separate partnerships which had been producing and distributing candy under the Russell Stover name since 1923. Net earnings of these partnerships, year ended January 31, for the past four years were: 1957, \$617,467; 1958, \$649,845; 1959, \$734,235; and 1960, \$758,028.

Theme set for NCA Conclave: "More for you in '62" a sparker



Shown discussing the NCA convention preliminary plans are General Convention Co-Chairman George Olsen, Corn Products Sales Co., and General Convention Chairman James A. Dickens (right) Williamson Candy Co.

Interest in the 1962 convention is beginning to gain momentum generated by early planning for the June 3-6 meeting. Themed, "More for you in '62", the 1962 big candy industry get-together, scheduled for the Conrad Hilton, Chicago, is going to wear a "new look", General Convention Chairman James A.



Adolph V. Stankus, Merckens Chocolate Co., and Nello V. Ferrara, Ferrara Candy Co., co-chairman and chairman, respectively, of the Sunday Night Get-Together party met recently with the entire committee to lay plans for a most festive and exciting party. The event, scheduled for the night of June 3 in the Grand Ballroom of the Conrad Hilton Hotel, Chicago, opens the 1962 National Confectioners Association big convention.

Dickens, says. "Early plans indicate that the program, entertainment and exposition will be most dynamic, rewarding and unique in NCA history," he asserts.

John Joyce joins Loft

John Joyce, for many years sales manager of Wallace & Company, has been named sales manager of the wholesale division of the Loft Candy Corporation. Joyce left Wallace several months ago to enter the real estate business.

Candy and gum sales to hit \$410,000,000 in food chains

Candy and gum sales in the food chains this past year were \$395,000,000 according to Chain Store Age. Its prediction for 1961 sales is \$410,000,000, with normal sales increases, when the Christmas promotion is finished.

Food chains, states the magazine, have improved candy merchandising to the point where their sales have jumped from about 14½% of all candy sales to 17% today. Particularly good sales increases during the last five years have been in chewing gum, mints, large size chocolate bars, multi-packed bars and caramels.

The report indicates customers preferences in candy based on \$40,162,000 worth of candy sales reflecting purchases by almost nine million customers as fol-

(Continued on page 41)



"Only \$40⁰⁰ buys you twice the production!"

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At Brighton we design performance *in*, costs *out*. This 60 gal. jacketed Hamilton Triple Duty Agitator Mix-Cooker sells for \$2159. or about 40 dollars more than an ordinary two-shaft mixer. Yet it can outperform ordinary mixers by 2 to 1, giving you twice the number of batches daily. The secret of its success is the TD triple duty agitator. Three agitators operate together, with the primary agitator removing product from the heated portion of the kettle wall, and deflecting the product into the path of the two high-speed, counter-rotating secondary agitators. This mixing action covers

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New Bulletin No. TD-1 has all data, diagrams. Write to Dept. E-12



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December, 1961

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Edited and Published in Chicago

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Much secrecy surrounds the production of this product. The author attempts to unshroud the mystery, giving basic facts as far as his experience and "investigations" have gone.

- Bolan's Candies Keep Growing—by A. E. Oringer** 27
Here's the story of a confectioner in Pittsburgh who is not afraid to keep his production line modern and his equipment in tiptop shape. He's growing with a growing city.

- The Candy Clinic** 29
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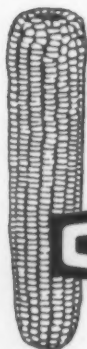
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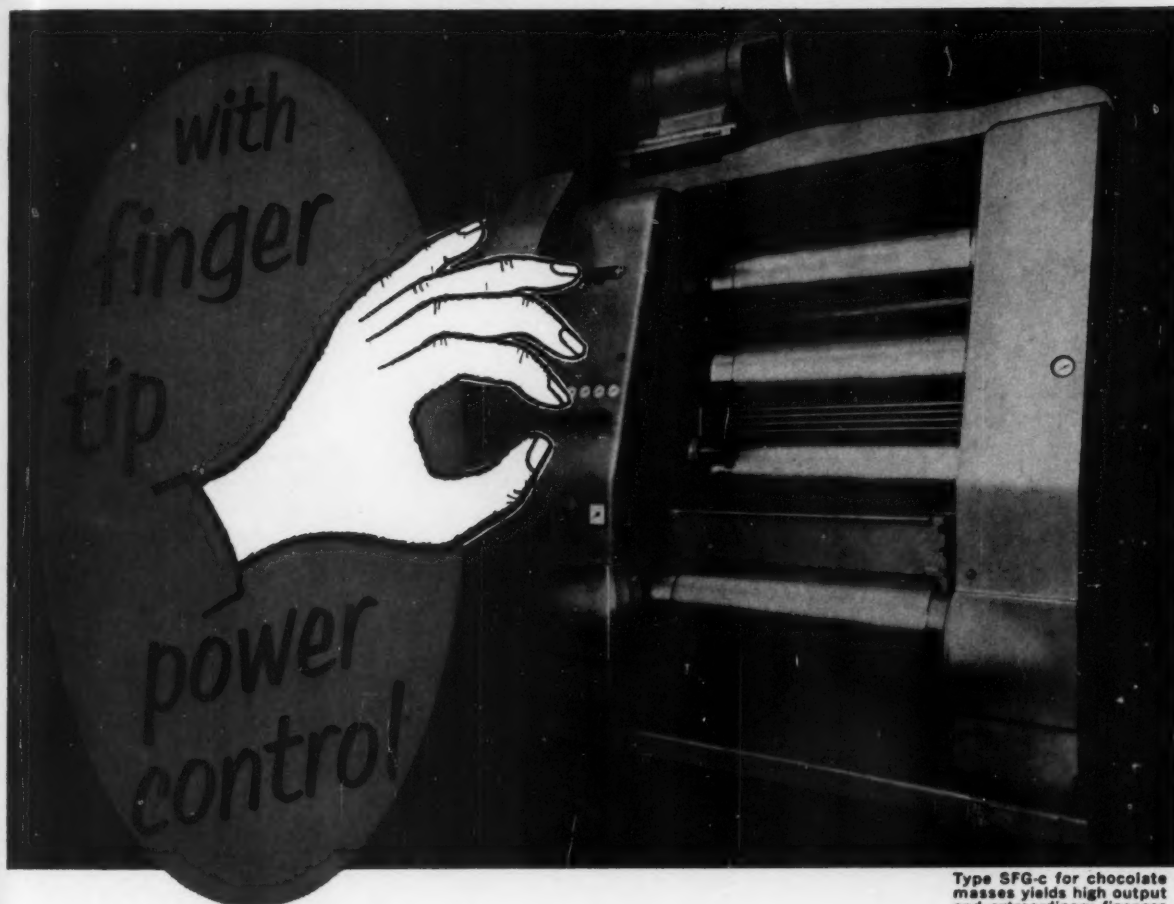
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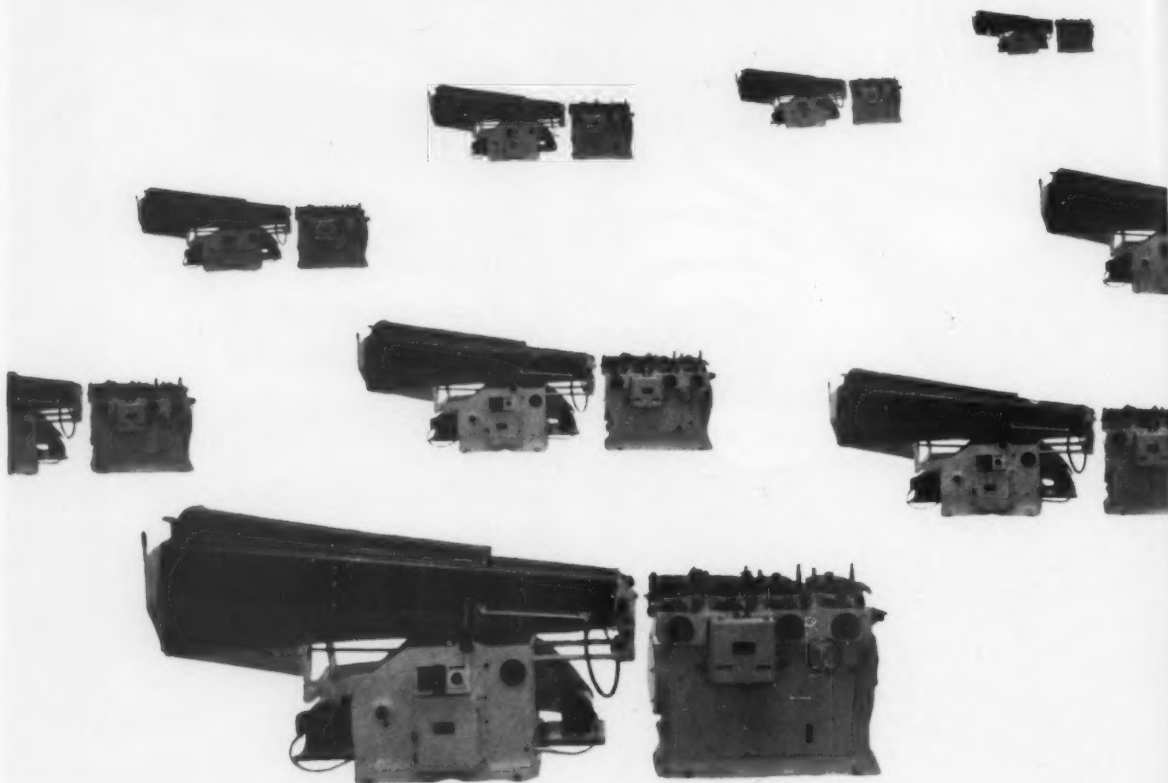
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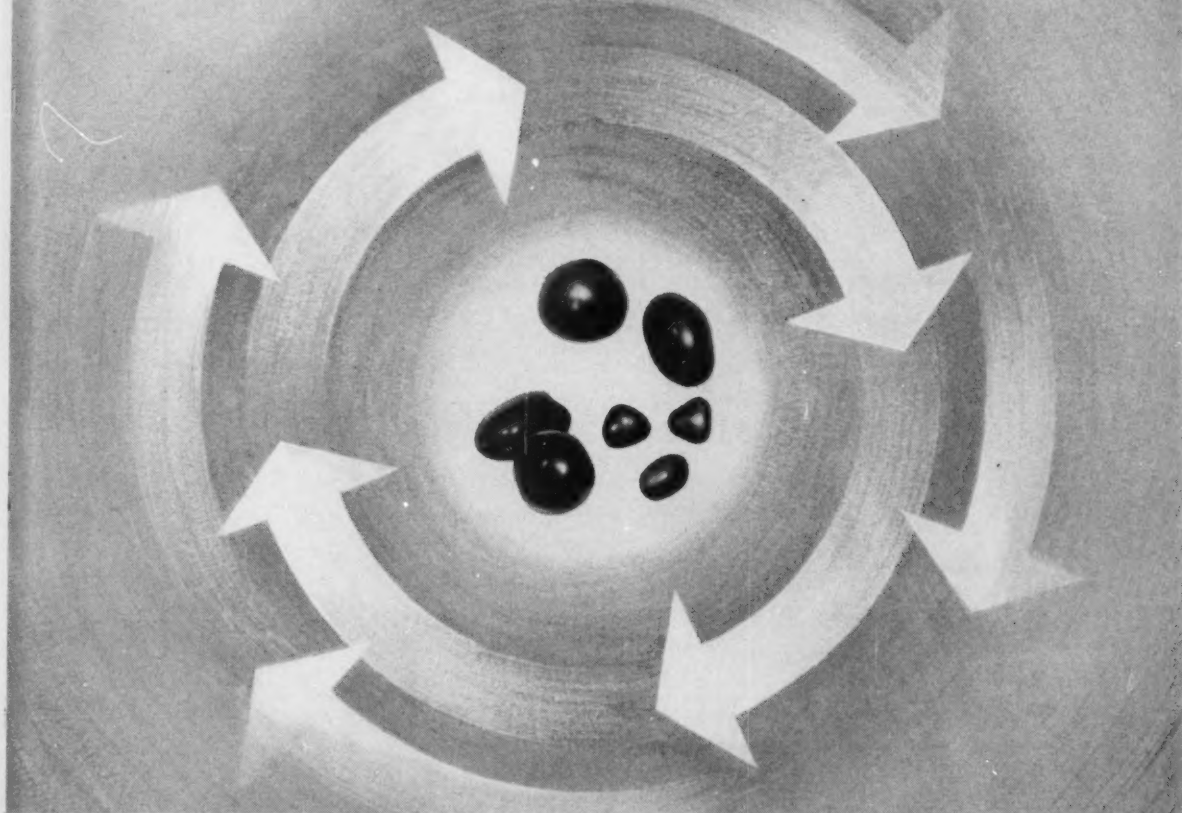
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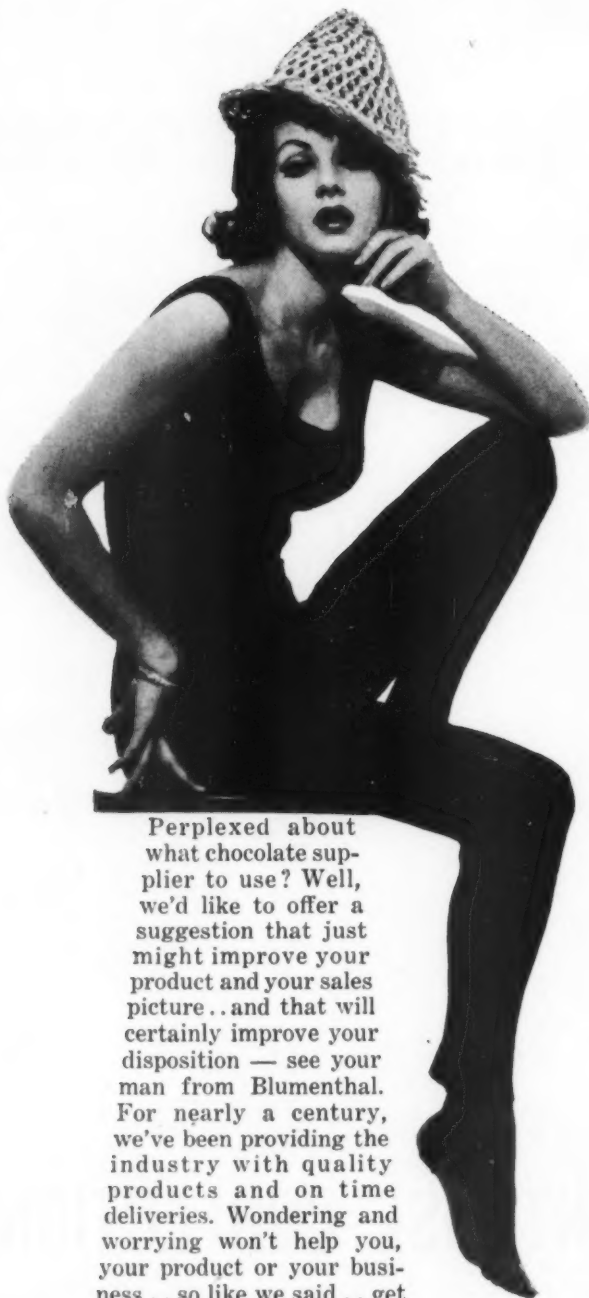
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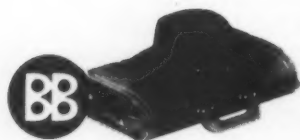
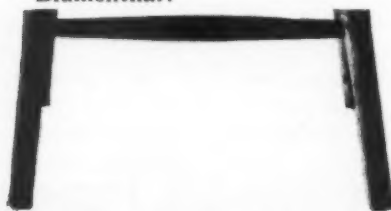
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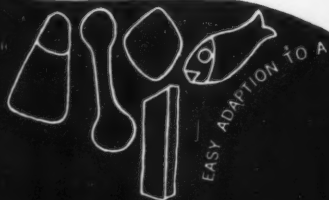
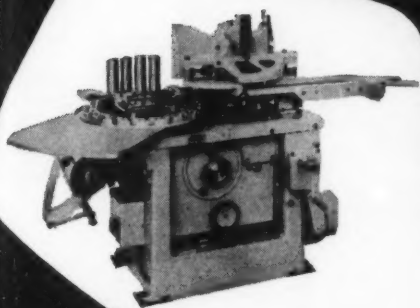
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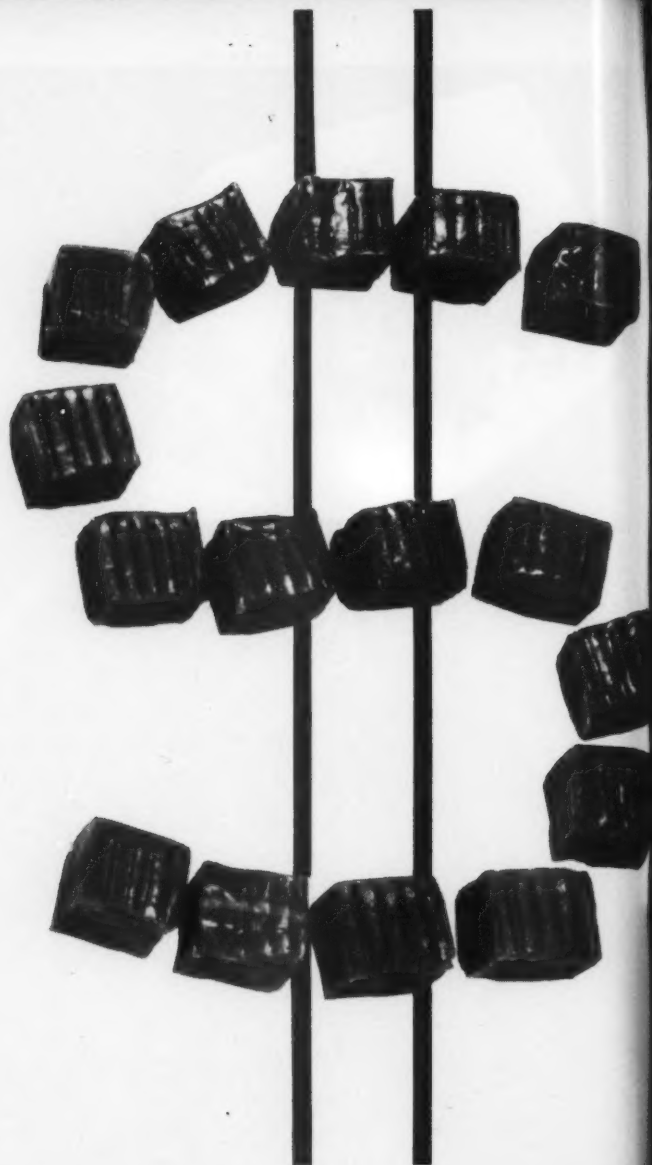
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The Manufacturing Confectioner for December 1961



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MILK CRUMB

The Modern Milk Chocolate Ingredient

BY J. KOCH

"Milk Crumb" is the name given in England to a special sort of cocoa-milk-sugar preparation which is used as the basic ingredient of many milk chocolates.

Prior to 1939, both the product and its name were probably only known to a comparatively narrow circle of chocolate makers. This special style of milk chocolate making is generally believed to have been first developed by Cadbury Brothers Ltd. in the years preceding 1930 and to have been kept a trade secret by them for as long as was possible.

As is the way with most really worthwhile secrets, however, the news of what milk crumb was and how it was made was soon circulating among the more enterprising chocolate makers—all of whom in turn, recognizing the value of the new technique, endeavored to prevent any further spread of the knowledge.

Not being in the confidence of Messrs. Cadbury Brothers, I cannot give an authentic account of just how or when they first made use of the new technique, how it acquired its rather strange name, or even whether they can honestly claim to be the sole inventors of it. However, sundry stories on how it came about circulate in the trade from time to time but they have never, so far as I know, received any official confirmation.

The name, at least, first became public knowledge during or shortly after the last war, due entirely to the shortage of fresh milk in England which the war caused. This moved Cadbury Brothers and some of their competitors to set up milk processing plants abroad, especially in Ireland. Due to the nature of the process of milk crumb making, it is virtually essential that the first part of the process should be

carried out reasonably close to the place at which the cows are milked.

Consequently the partly processed product, known as "milk crumb", had to be imported into England. Thus, it became necessary for the producers to make some declaration of its formula and its nature to the government authorities who watch over import and export. They chose to declare it under the name of "milk crumb", the name under which it was already known to that part of the trade which had learned about it by one means or another. But the lack of any precise definition of what milk crumb was and what it was not unfortunately led to a flood of offers of strange compounds of milk, cocoa and sugar which bore little or no relation to the original product.

Vague idea of milk crumb prevails

I know from my own experience that there are still quite a few chocolate makers, even in England, who have only a vague idea of what milk crumb really is and who have become very confused as a result of the many and frequently unsatisfactory products which were offered them under that name.

In view of the way in which the story of milk crumb has slowly "leaked" over a period of some 30 years, it is singularly difficult to draw any firm description of it which is both satisfying to the uninformed and fair to the several producers who market a thoroughly satisfactory product which at least bears a strong resemblance to the original product.

Need precise description to make it

The precise nature of the original product is no longer of any importance; all that is wanted is a precise description of how to make it and how to use it. One might as well ask for a precise description of how to make a top quality bitter chocolate—it is very much a matter of opinion. Just as in the case of quality chocolate making, it turns out that the original product proves not to be 100% reproducible when one attempts to process it in modern plant in place of a relatively old-fashioned plant. And the plant which was used in 1930 or thereabouts is not such as appeals to every producer. It, or something very like it, is still used by the majority of the best producers but it would hardly be in the best interests of anybody to attempt to define milk crumb solely in terms of the way in which it is made, even though to define it in any other way is singularly difficult.

The principal feature of the "crumb" style of manufacture is almost certainly that milk and cocoa are mixed while the milk still contains an appreciable quantity of moisture; this moisture must be dried out within an hour or two of the first mixing if the growth of mold is to be prevented. Traditionally, it is a three stage process—condensation of the milk to 25/30% residual moisture, addition of sugar and re-condensation to 14/18% moisture, addition of cocoa mass followed by vacuum stove drying until the percentage of moisture is in the neighborhood of 1%. Traditionally, also, the formula at the finish of this processing should be the same as the formula of the finished

chocolate, except for the added cocoa butter, lecithin and any volatile flavorings.

Processed in the traditional way, the product comes out of the final vacuum stove in the form of a hard brown slab or cake, sometimes also in the form of a crumbled rope of hard material. It looks and tastes more like biscuit than any chocolate ingredient, but when it has been crushed, mixed with cocoa butter, refined and conched it makes an extremely acceptable milk chocolate. If the processes other than mixing refining and conching are performed anywhere but at the dairy, the costs are likely to be impossibly high and the product is likely to be inferior in quality. Success of the product depends on the use of fresh milk in good condition, economic milk condensing plant and somewhat specialized plant, skillfully operated for the final drying operation.

I have, however, seen products which would probably merit description as "crumb" which have been made by rather different methods. The one feature common to all of them is the addition of cocoa to the milk before the moisture has been finally driven off. The products range from a spray-dried mixture of cocoa and milk, starting from a slurry containing about 50% solids, to a vacuum stove dried mix of low moisture content block milk and cocoa mass.

Can cocoa powder be substituted?

Whether the substitution of cocoa powder for cocoa mass is an admissible one, I hesitate to say, but it has certainly been done. There is also the so-called "white crumb", which contains milk and sugar dried together, but no cocoa; to my mind, this mixture has no affinity at all with genuine "crumb" and should undoubtedly be banned. This raises the question of the admissibility of another very common practice, however, which is the marketing crumbs which contain abnormally small proportions of cocoa. The excuse of the manufacturers is that the ultimate user can then add as much or as little cocoa as he likes, to make a final chocolate recipe which is peculiar to himself. This sounds not altogether unreasonable at first, for a genuine crumb making plant can only be applied to fairly large scale manufacture of a single formula, but not every user of crumb orders it in sufficient quantities to make manufacture of a special crumb for his sole use a practical policy.

Traditional method is best

My own view is that the practice is not justifiable, however, and the traditional view is the best; namely, that a crumb must contain all the milk and all the cocoa which are to appear in the final chocolate. Whether it should also contain all the sugar is a moot point, but it is scarcely ever questioned since sugar is cheap.

It is an increasingly common practice to blend a proportion of crumb into otherwise orthodox milk chocolate recipes, however, and I can see no objection to this practice at all. In the future there may even be an increasing use of crumbs in which cocoa and milk are blended in some fashion to bring out the flavor

of one or the other to the best advantage, even though those particular proportions are "off balance" so far as the formulation of the final chocolate is concerned.

What experience has shown, however, is that a crumb in which the proportion of cocoa is too low is not a very satisfactory one. Pending any very firm developments, intending purchasers would be well advised to specify a crumb in which the cocoa and milk, probably also the sugar, are blended in their final proportions.

Two forms of crumbs available

The modern "crumbs" are usually sold in either pulverized or kibbled form. Both are liable to pick up moisture from the atmosphere, if exposed, and purchasers should take care that they get only well dried crumb. The rate of moisture pick up is less than that of milk powders but its effect is equally, if not more, harmful. I have been able to re-dry a crumb immediately before use, however, and this practice is probably to be recommended if the moisture content gets over about 3%. It should not normally be more than 1½% and can even be less.

We have still not considered one other point of importance, however, and that is the final drying process, made after the milk and the cocoa have been mixed. Traditionally, a vacuum stove is used, but there is a great deal to the selection and operation of vacuum stoves which are suitable for the purpose.

Equipment varies

The traditional stove is cumbersome and uneconomic in its operation; some producers use more modern types of continuous operating style with varying degrees of success. One leading and very successful independent producer of crumb said recently, when discussing his new factory: "We dared not depart from the old fashioned type of stove, in spite of the cost of working in this fashion."

Other producers do depart from this traditional style of manufacture, however, and who am I to say whether their rather cheaper product is better or worse? Some of them would certainly greatly resent a claim that they are not making crumb at all, and in this I would take their side—by any reasonable standard of judgment, and in the absence of any hard and fast definition of "crumb", they are certainly making a perfectly acceptable product which merits this description quite as much as any of the not dissimilar products made by still less orthodox methods.

Crumb matures in storage

Crumb, then, is essentially a specially dried preparation containing cocoa, milk and sugar which, when mixed with cocoa butter, makes a particularly attractive sort of milk chocolate. As well as making a very attractive milk chocolate, however, the real crumb has the advantage that it can be stored indefinitely, without loss of flavor, which is scarcely true of any other milk product (outside of some canned milks). It is often claimed, in fact, that a properly made crumb matures in storage.

One of the original reasons for its development was probably the scope it offers for balancing out the

variable production of fresh milk at different seasons (a more acute problem in the 1920's than it is today). As a way of making milk chocolate, it can be varied within comparatively wide limits, both as to formula and style of processing. It is almost, though not quite invariable, that the crumb itself must be either melangeured or pulverized, mixed to a paste with cocoa butter, and then both refined and conched in perfectly orthodox fashion.

The best practice is usually to select a crumb which already contains all the cocoa, milk and sugar required in the eventual chocolate. There is nothing to stop anybody who prefers to blend it with ordinary milk chocolate, whether at the first mixing prior to refining, at the second mixing in the conche, or subsequently.

Use reputable supplier

Obviously, unscrupulous traders will try to pass any semi-processed mix of cocoa, sugar and milk off as crumb if they think they can get away with it. The only answer for the newcomer in crumb work is to deal in the first place with a supplier of good repute, afterwards perhaps cast around to establish whether he is really getting value for money or not.

To manufacture a good crumb requires skill and experience, just as the manufacture of a good chocolate does. At the time of writing, that skill and experience is still almost entirely the heritage of a comparatively few producers located in England and Ireland.

Much as I dislike claiming special prerogatives for my own country, especially when they are not susceptible to rigorous proof, I am afraid it would be sheer bad advice to tell anybody either to buy or to try to make crumb until after he had seen and tried the real thing. That is something which I have yet to see made anywhere but in the few factories already referred to.

The accompanying article on milk crumb is the most authoritative and complete description of the product, and the process of its manufacture that has yet been published.

As the author states, the origin and development of the product is still shrouded in secrecy.

While the author writes from his knowledge of milk crumb as developed in England, and presently supplied as an export item from Ireland, there has been to some extent a parallel development in the United States. The process is used at present in several chocolate plants that are located in areas having surplus milk supply. At least one factory, located in a metropolitan area, has a milk condensory where a crumb-like product is prepared and shipped to the chocolate plant for further processing.

As to the origin of the first development of milk crumb, this awaits a more open attitude on the part of the originators. It seems rather likely that the basic process was developed independently on both sides of the Atlantic, if for no other reason than the economic one, for its development was equally applicable in both places.—Editor

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These are manufactured from the highest quality Essential Oils and Aromatics blended with natural fruit and plant extractions. They are very highly concentrated and are useful for many purposes.

Detailed information for their use and for the amount of solvent required to make flavors and flavoring extracts will be gladly furnished on request.

Apple	Grape, Concord
Apricot	Grapefruit-Pineapple
Banana	Grenadine
Blackberry	Huckleberry
Cantaloupe	Loganberry
Cherry, Tame	Maraschino
Cherry, Wild	Orange-Pineapple
Cranberry	Passion Fruit
Currant, Black	Peach
Currant, Red	Pear
Fig	Pineapple
Gooseberry	Raspberry
Grape, Cal.	Strawberry

DIRECTIONS FOR USE

Soft Centers	1/2 - 1 oz. to 100 lbs.
Hard Candies	1 1/2 to 2 oz. to 100 lbs.
Syrups	1 - 1 1/4 oz. to 10 gals.
Nectar Bases for Summer Drinks..	1/2 - 1 oz. to 1 gal.
Flavoring Extracts & Non-Alcoholic Flavors	6 - 8 oz. to 1 gal.
Household Extracts	1 - 2 oz. to 1 gal.

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Specially prepared to resist high temperature in the manufacture of hard candy.

- Highly concentrated and of excellent taste and aroma.
- Utilize from 1 1/2 to 2 ounces to the 100 pounds of hard candy,

- Or 3/4 to 1 ounce to 100 pounds of soft goods.

Apple	Currant (Black)	Pineapple
Apricot	Currant (Red)	Pistachio
Banana	Grape	Plum
Blackberry	Grape (Concord)	Raspberry
Butter	Grenadine	Root Beer
Butter Scotch	Honey	Rum and Butter
Cherry (Tame)	Loganberry	Strawberry
Cherry (Wild)	Peach	Tutti Frutti
Coughdrop	Peach Blossom	Walnut (Black)
Cranberry	Pear	Walnut (English)

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CONCENTRATED IMITATION CANDY FLAVORS No. 8

We can supply these in all of the different types of Flavors indicated under heading of Concentrated Candy Flavors No. 12. They bear the same concentration as the No. 12 line.

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SUPERFINE CONCENTRATED IMITATION HARD CANDY FLAVORS

We also offer a specially prepared line known as "Superfine Concentrated Hard Candy Flavors" for high grade candies consisting of the same types of flavors listed under our No. 12 line. Use 1 1/2 to 2 ounces to 100 lbs. of Hard Candy.

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All three CITROSYNTH OILS are not imitation oils, but are blends of the corresponding Lemon Oil, Lime Oil and Orange Oil with other natural oils to give excellent duplication as to both flavor and strength to achieve outstanding replacements for Lemon Oil, Lime Oil and Orange Oil respectively on a 100% basis. CITROSYNTH OILS are superb compounds of natural oils which retain the inherent goodness and richness of the natural product.

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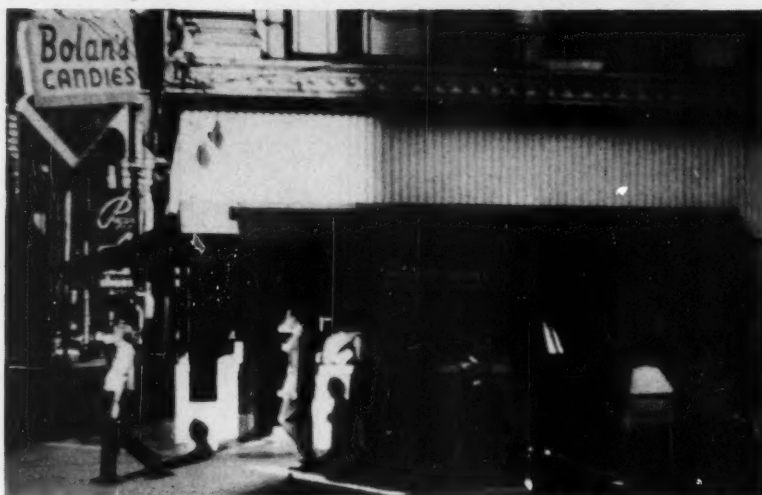
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One of Bolan's Retail stores located in the heart of Pittsburgh's busy Golden Triangle. Note the sign (upper left) is an open candy box with "candy" in it.



Bolan's Candies Keeps On Growing

**Energetic Bolanis brothers team up with their father to continually expand their candy business
They're not afraid to modernize, mechanize and merchandise**

IT HAS BEEN SAID THAT TO BE A SUCCESSFUL CONFECTIONER a person must possess multiple talents. This, of course, is a very rare individual. But within a family it is not difficult to find varied talents conducive to operating a successful candy business, and especially if each member is fortunate enough to adopt that phase most suited to himself. Such a family is the Bolanis' in Pittsburgh, Pa.

Bolan's Candies, founded in 1918 by George Bolanis, who immigrated from Greece four years earlier, is as much a part of Pittsburgh as the Pirates, Fort Pitt, or the Golden Triangle. Too, the family-owned retail confectioner is as forward looking as the planners of Gateway Center or Mellon Plaza. Bolan's Candies are growing with a growing Pittsburgh.

Three stores are each strategically located; two, within the Golden Triangle business district, and the third, in their four-story building away from the downtown area. The latter houses a retail shop, restaurant and candy production facilities.

Fortunately the Bolanis boys showed an early interest in their father's business. And in order to get a solid background to carry on and expand the business both Peter, the eldest, and William attended Cornell University. Peter majored in business management for he had a bent toward merchandising, advertising, etc. William majored in hotel and restaurant management.

In the business, Peter supervises production in the candy kitchen, coordinates the employees, plans weekly and holiday promotions, works out new recipes as

well as designs and produces the firm's seasonal mailing brochure.

Peter's talents extend in many directions. In addition to managing and promoting the business, he has a mechanical ability which has enabled him to set up one of the most efficient and well mechanized candy kitchens in the Pittsburgh area. The production area comprises 1000 sq. ft. However, Peter claims that additional space will be necessary in order to take care of demands of possible other retail outlets.

Besides two full-time hand dippers, a Ben Moore 10" enrober is used. Two extra hand dippers are employed during busy holiday seasons.

Continue to upgrade operation

The Bolanis family, being extremely progressive, have not hesitated to install any new and proven mechanization or method to streamline their candy production or to maintain or improve the quality. Their fondant is produced on a 5' Ball Beater and formed on an automatic cream depositor. A Racine Bantam size depositor turns out their mints.

The patriarch of the family proudly recalls the early days when 10-lb. batches of mints were made, of which they usually scrapped eight lbs. Now, with creamed mints one of their #1 specialties, Bolan's feature 11 different colors and flavors, and sell about 300 lbs. weekly. Their #2 specialty is a creamed butter fudge, production of which generally averages 400 to 500 lbs. per week.

Of the 50 permanent employees retained by Bo-



Week-end specials like their chocolate covered Turtles help stimulate sales.

lan's, 20 are in the candy department. Approximately $\frac{1}{2}$ of the firm's gross is derived from candy, the other half from the restaurant.

Besides taking care of installation and maintenance of equipment in the candy kitchen, and all other managerial duties, Peter handles advertising and promotion. Several years ago, after repeated frustrations in attempting to achieve the proper results on a mailing brochure, he determined the cost would be prohibitive. He therefore purchased a small printing press and produced them himself. Today, the printing press is used to produce their counter cards, menu-fillers, back-bar and window streamers, etc.

Last year, when the Pittsburgh Pirates secured the pennant for their hometown and several of the World Series games were played there, the Bolanis boys realized that this was the time to utilize their merchandising abilities inasmuch as thousands of additional tourists were roaming Pittsburgh. Naturally, sales practically doubled during this week, but the Bolanis family wasn't content with this temporary surge. The boys insisted that all sales clerks secure the names and addresses of as many tourist customers as possible. By adding these to its ever expanding mailing list, the firm has continually experienced repeat mail orders from persons in cities throughout the United States.

As might be expected Bill Bolanis' interest centers entirely around the restaurant operation. With his well rounded formal training at Cornell, he is fully qualified to supervise purchasing and preparation of all

foods on the menu. All the pastries and ice cream served in Bolan's is manufactured by them.

With both candy and restaurant departments well organized, George Bolanis finds more leisure time on his hands. He is quite content, he admits, to let much of the responsibilities fall to his sons. He feels that it is now time for the second generation to have all the freedom it needs in order to continue expansion. For although George is an "old-timer", his ideas are modern enough to include the theory that, "in business you cannot stand still . . . either you step ahead or fall behind." Most importantly, he has observed his sons in action, and is prouder of their accomplishments than he is of his own.

George and Peter Bolanis show their extensive display of creamed mints. About $\frac{1}{2}$ of the firm's gross is from candy.



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Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

Selected Best Candies of the Year

Code 1C1 Pineapple Hard Candy 10¢

(Purchased in a candy shop)

Appearance of Package: Good

Wrapper: Hard candy is made in the shape of a pineapple wedge. 10 pieces are packed on a round cardboard disc. Printed cellulose wrapper.

Candy:

Color: Good
Sugaring: Good
Texture: Good
Flavor: Good

Remarks: A novel package, something different. The pineapple flavor is the best we have ever examined. Most pineapple flavors usually taste like anything but pineapple. Very neat and attractive package.

Review: Very seldom do we find any kind of confection with a good pineapple flavor. This pineapple flavor was outstanding, and the piece was very good eating.

Code 1F1 Filled Hard Candies Plastic Type 12¢

(Purchased in a candy shop)

Appearance of Package: Good

Container: Paper bag printed in red, yellow, blue and white. Imprint of pieces in colors. Pieces are wrapped in printed paper.

Candies:

Color: Good
Jacket: Good
Gloss: Fair
Centers: Good
Flavors: Good

Remarks: Very well made plastic pieces; very thin jackets and the flavors were the best of all European candies we have examined.

Review: As a rule, the European flavors in any kind of confection do not come up to the U. S. standard. This hard candy had very fine flavors and was good eating.

Code 1S1 Almond Cluster Bar 1½ ozs.—10¢ (Sent in for analysis)

Appearance of Bar: Good

Size: Good

Wrapper: White glassine printed in brown, red and orange.

Bar: Bar is made in two pieces (not a cluster); solid chocolate with roasted almond pieces.

Milk Chocolate:

Color: Good
Taste: Good
Almonds: Good

Remarks: A very good eating bar, with a good amount of almonds and a good milk chocolate. Should be a good seller.

Review: The quality of this bar was of the best. A good amount of almonds, well roasted and brittle, was used. The almonds in many chocolate almond pieces are often soft.

Code 1M1 Chocolate Paste Bar 12¢

(Purchased in a candy shop)

Appearance of Bar: Good

Container: Folding box printed in orange, brown and white. Bar is wrapped in tin foil.

Bar:

Texture: Good
Color: Good
Filberts: Good
Taste: Good

Remarks: The best chocolate paste bar we have examined this year.

Review: Many of the chocolate paste center bars lack a good chocolate taste. Some have a very greasy taste; others we find dry and hard.

Code 1P1 Milk Chocolate Bar 4½¢

(Purchased in a candy shop)

Appearance of Bar: Good but small for a 4½¢ seller.

Wrapper: Outside paper band printed in lavender, white and gold. Inside foil wrapper.

Bar:

Color: Good
Molding: Good
Texture: Good
Taste: Good

Remarks: One of the best milk chocolate bars we have examined this year. A very fine milk taste.

Review: At the price of 4½¢, this bar was of the best quality.

Code 1G1 Assorted Chocolate Panned Dragees 21¢

(Purchased in a candy shop)

Appearance of Package: Good

(Continued on Page 45)



Available for all kinds
of chocolate goods of any size

Built as special or universal plants for

- plain chocolate goods and couverture slabs
- filled goods (hard, soft or semi-soft centres)
- hollow goods (Easter eggs etc. of exact weight)

Custom-made for big and small requirements
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Supplied through 40 years to the chocolate
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The FIRST moulding plant

which was constructed with continuously
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the most automated
the most versatile

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Bigger profits



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There are many ideas in work, on the drawing boards, and in the preliminary planning stage aimed at continuing to help candymakers increase sales of candy. This aggressive work is being done by the Candy, Chocolate, and Confectionery Institute—the public relations activity of the entire candy business—to bring the facts of candy to the public's attention. This article, the third of a continuing series presented by *THE MANUFACTURING CONFECTIONER*, gives candymakers the latest information on what aids are available for

Raising Fund-Raising Business

WITH MORE AND MORE CANDY MANUFACTURERS recognizing the potential of selling candy for use in fund raising, it has become apparent to a number of confectioners that various phases of the industry-wide public relations program can be utilized in this connection.

Accordingly, *THE MANUFACTURING CONFECTIONER* has met with staff members of Theodore R. Sills, Inc., the public relations agency for the Candy, Chocolate and Confectionery Institute, to determine areas in which candy men can utilize CCCI materials in selling the candy-fund raising concept to various organizations.

One of the most important phases of the public relations program is the work the institute is carrying on to communicate the positive facts about candy and chocolate to the members of women's clubs across the country. To accomplish this, a complete women's club program kit entitled "Say It With Sweets" has been developed.

This kit includes a series of five minute talks on various aspects—nutrition of confections, history of confections, entertaining with confections, confections as a dessert, etc.—as well as a number of ideas which the club women can use to achieve audience participation activities involving confections.

In other words, the kit enables a club to build a complete program around the subject of candy and chocolate. In addition it has the benefit of having positive information about candy and chocolate disseminated to the club members by members of the organization itself.

The Sills staff points out that several candy firms which are active in supplying products for fund raising purposes have obtained these kits and have reported that they are excellent as "door openers" to the clubs as part of sales calls. Salesmen present the kits to the club officers as a possible program idea and then discuss the possibilities of utilizing candy for fund raising. It has also been noted that the kits have an excellent usage for clubs which are planning fund raising projects involving confections. In such cases the clubs are extremely anxious to get all of their members thinking about candy and welcome the ready-made candy program.

The agency has been publicizing the availability of the kits to women's club program chairmen through articles in publications read by women. Then the kits are mailed on request. Individual manufacturers desiring a sample of the kit may obtain one by writing to the Candy, Chocolate and Confectionery Institute at 119 West Wacker Drive, Chicago. Because the kits contain a considerable amount of material and because only a limited number were printed, a charge of \$1.00 per kit will be asked for additional copies beyond the first one requested.

Another piece of material developed as part of the public relations program which is useful to manufacturers selling candy for fund raising has been the much discussed pamphlet "Straight Talk About Candy and Chocolate." Salesmen often find that even though they can demonstrate that candy is an outstanding product for fund raising purposes, organizations will hesitate because of fears about the negative image

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packaging ingredients!

Make sure they remain part of your product with an

F M C

Campbell

WRAPPER

- Wrap candies of most any shape
- Wrap hard, soft, crisp or fragile candies without crush or breakage
- Wrap pieces in bulk with bag-like appearance for rack selling
- Use no boards, trays or stiffeners — unless desired
- Save wrap materials — seal without costly oversize seam laps
- Save labor, 1 person operation

Candy bars, sticks, balls, jaw breakers, kisses — Package wrap to protect them with an FMC Campbell Wrapper which heat, glue and/or crimp seals such materials as glassines and wax papers — Or, hermetically heat seals all popular films and foils. Candy sticks and bars are packaged at high speeds — up to 300 single or multiple units per minute — Hopper feed models wrap and seal up to 650 piece candies per minute. Users report fastest packaging in the field — savings up to 35% in material costs alone! Write for complete information and illustrated brochure.

Putting Ideas to Work



FMC CORPORATION

HUDSON-SHARP PLANT

1201 Main Street, Green Bay, Wisconsin

that some people have about eating confections.

They will question the idea of utilizing the product because of the unfortunate association of candy with tooth decay or with overweight or with skin trouble. "Straight Talk About Candy and Chocolate" is an excellent tool for dispelling such doubts.

It points out, by quoting dental and medical research, that dentists themselves are gravely in doubt as to the real causes of tooth decay and that many dental authorities do not regard confections as a cause. It points out the nutritive qualities of confections—quoting medical authorities—and also presents the facts on the relatively low calorie content of most confections. It reports on the recent medical research that once and for all has demonstrated that candy has no relationship to the troublesome skin disease known as acne.

The booklet is available from CCCI at 10 cents per copy.

Some 7,000 candy manufacturers, suppliers to the industry, retailers, brokers, jobbers and salesmen are on the Institute's mailing list to receive copies of a simple, single sheet publication called "Candy PR Flashes." This is published about every five or six weeks and is distributed to keep the industry informed about all phases of the public relations program. In fast, easy to read style, this little publication quickly provides data on highpoints of the program. It is profusely illustrated.

One issue might report on a major national television show which stressed the positive benefits of candy, include a reprint of an important wire service story on chocolate, and provide illustrations of magazine publicity which might have dramatized the use of candy as a centerpiece for entertaining.

Use material for fund raising

Organizations which are considering candy, as well as other products, for their fund raising should be shown copies of "Candy PR Flashes." This is important because the organization's concern about the possible problem it might have selling candy to some consumers could tip the balance in favor of one of the other products.

"Candy PR Flashes" is a regular capsulized report on the work the public relations program is carrying on to improve consumer attitudes about candy. This is just as important to an organization concerned with raising funds as it is to the traditional retailer of candy.

The public relations program is helping to ease sales resistance all down the line and salesmen who deal with fund raising organizations can utilize "Candy PR Flashes" to show them what the industry is doing to help them sell candy to the consumer. If you are not regularly receiving your copy of "Candy PR Flashes" drop a line to the Institute and you will be placed on the mailing list. There is no charge.

Here are just three phases of the program which can be helpful to the confectioner who is going into the lucrative fund raising market. These are specific sales aids which can be put to work for you. The possibilities are limited only by the ingenuity of the individual salesman.



Tempting? You bet! Tastier, too, in **AVISCO® RS CELLOPHANE**

Tom Sawyer Foods, Inc., leading packager of nut meats and candy in Southern California, has chosen Avisco RS cellophane. Here's why: (1) The superb clarity of RS creates greater appetite appeal and stimulates impulse buying. (2) The maximum product protection of RS results in longer shelf life for retailers—crisper, tastier nut meats for

consumers. (3) RS performs at higher speeds on bagging machines—never sticks to sealing jaws. One of the 4 types of Avisco RS cellophane can offer you all these benefits, plus printing with jewel-like quality. Contact us for an appointment with our representative in your area or a selected cellophane converter specializing in your field.



AMERICAN VISCOSE CORPORATION, FILM DIVISION, 1617 PENNSYLVANIA BOULEVARD, PHILADELPHIA 3, PENNSYLVANIA. SALES OFFICES ALSO LOCATED IN ATLANTA, BOSTON, CHICAGO, DALLAS, LOS ANGELES AND NEW YORK.

Seen at the PMMI SHOW

The packaging machinery manufacturers put on a show every eighteen months that is one of the "must" events for candy production men. While there always is a lot of equipment and materials dealing specifically with candy, there are always the fascinating packaging operations for other foods, and even non-foods. The great advantage of show-going is that these operations involving products other than candy would usually not come to a candy man's attention, and the application to the specific problems of candy packaging could not otherwise be made. The following items were those that seemed to us to be of most direct interest to candy manufacturers.

Bundling with shrinkable film

An interesting development for those who bundle several unit packages into a single sales unit deals with the overwrapping of these units with a film that is shrunk after sealing. This operation not only produces a package that is very low in cost and high in moisture protection, but is structurally stronger than most types of cartons or trays with standard overwrap. Now the material used in this type of wrap is PVC, but a shrinkable polyethylene is due on the market early next year. The overwrap may be made on any type of overwrapping machine equipped with heat sealers. **Hudson-Sharp** showed a tunnel for the shrink operation. It is merely a short housing in which a short blast of hot air hits the package from all sides. There is no appreciable dwell time required for the shrink operation, so there should not be a problem with heat damaging the candy.

Form-fill-seal

This type of machine has evolved into even more types and applications. One of the newest is by **Stokes & Smith**, and its twin tubes can be operated with two different types of film, making two different sizes of bags, feeding different kinds and amounts of candy.

Another new development of this type of machine

is the **Hayssen Expand-O-Matic**. This equipment can be purchased with a single tube, with provision for the addition of another tube, to double the machine's capacity, at any future time.

Bar loading into cartons

While there were no actual machines in operation on loading candy bars into 24 count cartons, there was a considerable amount of talk of this type of machine, and of those now in plants under test and adopted for special shapes. There are at least two machines performing this operation at present, but both seem to be limited to certain shapes and sizes. Another is automatically gathering and loading six packs. Since the market for this type of machine is so large, there will certainly be more adaptations of machines for this purpose.

Plastic netting

This item has been around a while, but as yet we have not seen it employed for candy. **Dupont** has made some improvement in the basic material, and is now providing bags in addition to tube stock. A bag, of this material, closed at one end with a printed header label with either custom or stock design, is being offered by Dupont. This seems a natural for some types of wrapped candies.

Rigid plastic packaging

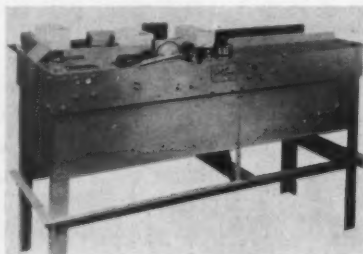
A machine for forming, filling and sealing rigid plastic packages from roll stock was shown by **Conapac Corp.** The unit forms the body of the package from roll stock, has room for a filling station, forms the cover from roll stock, seals the cover to the filled body, and cuts the completed package from the web. Without a filling station the unit becomes a package manufacturing machine. Where filling is possible on a continuous basis, the unit makes an extremely economical and efficient packaging operation.

Mint wrapping

For some reason, the mint has come in for considerable special attention by manufacturers of packaging machinery this year. Both **Hamac-Hansella** and **Crompton-Knowles** had a machine that wraps mints at about 300 per minute.

New Products

Package packer pneumatically case loads packages or cartons at speeds up to 16 per minute. The SK-806 accommodates a number of case and package sizes, either single or multiple tier cases. Packing is done without turning, twisting or upending the package, and the machine's components include an infeed conveyor, plus funnel and case take-away conveyor. Safety devices include: case pusher will not operate unless a case is in position to receive packages; cases cannot be discharged unless they have a full load.



For further information write: Portland Division, Emhart Manufacturing Company, Dept. MC, Portland, Conn.

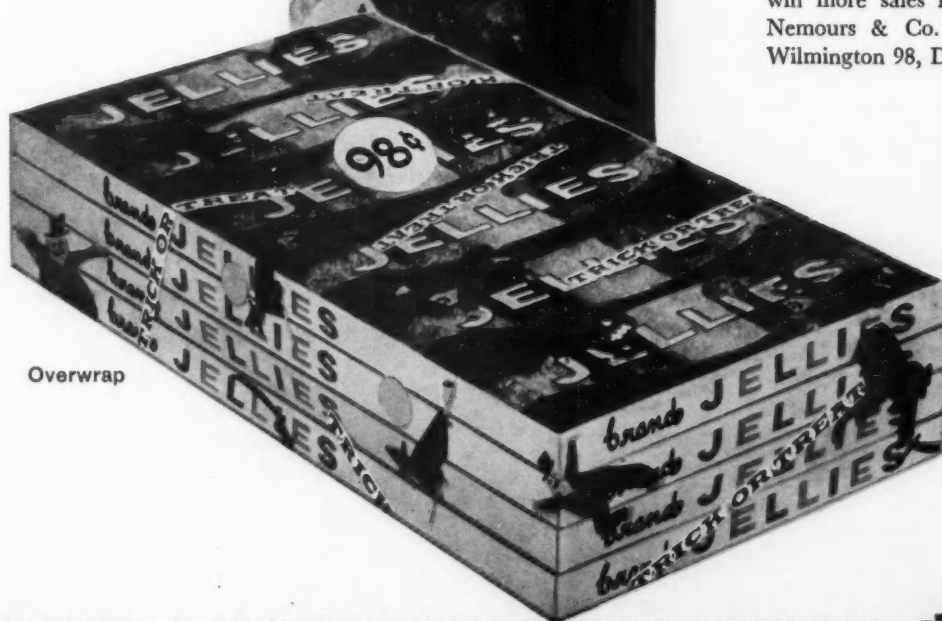
A starch-splitting enzyme has been developed that converts starch all the way to dextrose without the formation of any reversion products. In the general confectionery field, this product promises a much more efficient scrap recovery process for starch gum candies, particularly since excellent results can be had throughout the pH range.

For further information write: Miles Chemical Company, Dept. MC, 1127 Myrtle Street, Elkhart, Indiana.



Twin-Pack Bags

Special Bag



Overwrap

HALLOWEEN SALES- WINNERS!

...in colorfully printed
Du Pont cellophane

Your Du Pont Authorized Converter can do wonderful things for you with printed cellophane. Adds holiday spirit and snap to your package. Makes it pop out from crowded shelves . . . and often gets your package extra shelf facings and special aisle displays. See your Du Pont Authorized Converter. He's a master of sparkling package design that can win more sales for you. E. I. du Pont de Nemours & Co. (Inc.), Film Department, Wilmington 98, Delaware.



Better Things for Better Living
...through Chemistry

DU PONT
cellophane

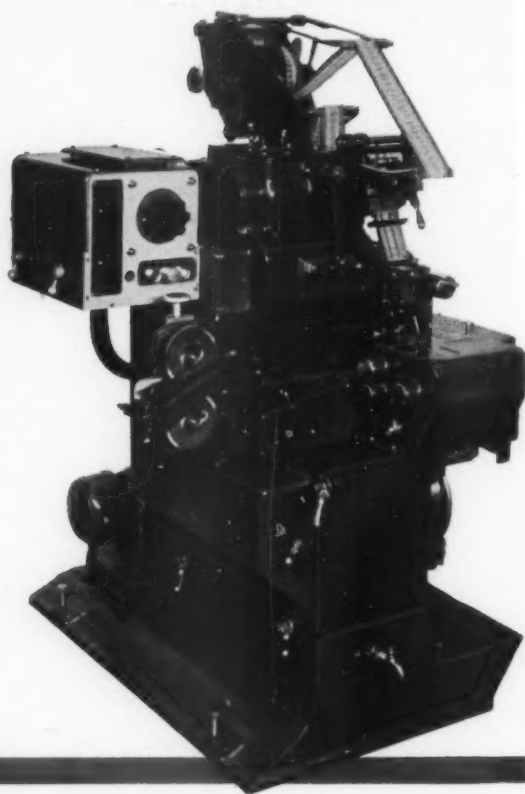
The wraps on the top and bottom packages can be stripped off after Halloween. This eliminates out-of-date stock . . . gives retailers an extra reason for preferring to stock your brand.

New High-Speed, 750 per Minute

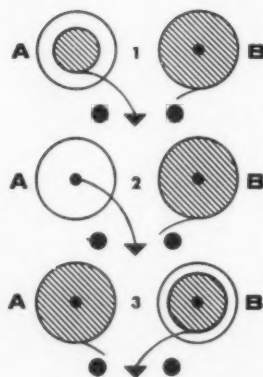
Forgrove 42C cut-and-wrap

...with Continuous Paper Feed

This new Forgrove 42C cut-and-wrap machine gives you higher speeds—up to 750 pieces a minute. With toffee, caramel or high boiled sugar in a plastic state, you get neat, tight twist wraps on cylindrical or rectangular shapes.



Model 42C now features continuous paper feed, with a paper splicing unit and new rotary paper knife. Electric speed controls and speed indicator are provided. A simple handwheel adjustment regulates the exact number of pieces per pound. Candy rope is shaped and sized by easy-to-clean infeed rolls, cut with a guillotine knife that gives a cleaner end, reduces chips. You may wrap with plain or printed cellophane, waxed paper or reinforced foil outer wrap, with waxed paper or foil inner wraps optional.



New continuous paper feed. Forgrove 42C mounts two paper reels. As roll A runs out or breaks (1), roll B is ready to take over; (2), Roll B provides wrapping material and (3), roll A is refilled and ready for use.

Forgrove Model 42C will handle the following size range:
Rectangular— $\frac{5}{8}$ " to $1\frac{1}{2}$ " long, $\frac{1}{2}$ " to $\frac{7}{8}$ " wide, $\frac{3}{16}$ " to $\frac{5}{8}$ " thick.
Cylindrical— $\frac{5}{8}$ " to $1\frac{1}{2}$ " long, $\frac{1}{2}$ " to $\frac{5}{8}$ " diameter.

For full information on this new, high-speed Model 42C or any other candymaking and wrapping equipment in the complete Forgrove line, call your nearest Package representative.



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Sole agents in the U.S., Canada and Mexico for all Forgrove candymaking and wrapping machines.

Group Grabs "Share—the—Loot" Plan

IN THE NOVEMBER '61 issue of THE MANUFACTURING CONFECTIONER we told of the "Share-the-Loot" movement afoot in Glencoe, Illinois schools, as a sequel to Hallowe'en's Tricks or Treats. And in the editorial stated, "we can expect this idea to receive widespread industry support in years to come."

Our prediction was very shortsighted for it will happen in the *year to come*. Already plans are shaping up to promote "Share-the-Loot" immediately after Hallowe'en 1962. The support, however, is not solely from the industry. Kiwanis International has picked up the ball and will start rolling it . . . across the nation. Other service organizations and civic groups are expected to take up the project too.

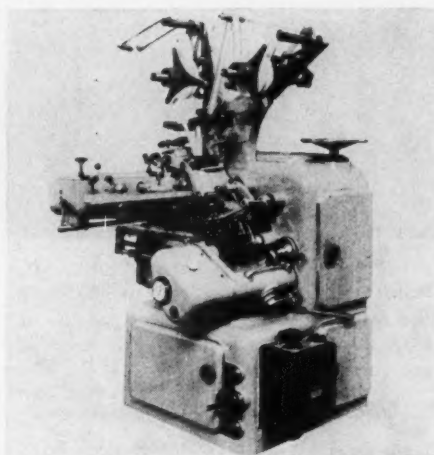
Kiwanis will ask its members in 1962 to participate in campaigns to move "Trick or Treat" confections from over-supplied homes into orphanages, settlement houses, and other places where confections are in



Following Hallowe'en, Glencoe, Ill. schoolboys package confections for distribution to orphanages in a "Share-the-Loot" project. The 20-year-old program is serving as a prototype for a national campaign in 1962 to move confections into hands of those who didn't get. Project will boost post-Hallowe'en sales of candy.



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MODEL 2650

**For high-speed cut, form
and twist or fold wrapping**



For caramel, hard candy
or chewing gum. Change
wraps in 30 minutes,
with wrap speeds up to
600 per minute.



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short supply. It's your responsibility to help Kiwanis. Primarily, the program will consist of asking "Share-the-Looters" to bring their excess treats to school for collection and distribution to the needy.

For carrying out this project, individual Kiwanis clubs will be supplied kits from their international headquarters early in 1962. Each kit will contain details on what to do, namely;

1. Contact local school officials to gain permission to set up collection stations in each one.
2. How to communicate the "Share-the-Loot" concept to the children and their parents.
3. How to publicize the event locally.
4. How to collect the confections and distribute them to charities.

The program, spearheaded by Theodore R. Sills & Co., public relations firm for The Candy, Chocolate and Confectionery Institute, has been working in Glencoe, Illinois schools for about 20 years. National publicity was gained for the Glencoe program this year through Sills' efforts.

The benefits to the candy and chocolate industry and to the general public are obvious. Sales charts show that Hallowe'en is the biggest selling event of the year for many candymakers. But immediately after Hallowe'en, sales virtually stop and remain low for about two weeks. This means prospective consumers are burdened with an over supply of confections.

"Share-the-Loot" will move this surplus out of hands of children with plenty into the hands of children with nothing, and make way for additional sales sooner than former years.

it's **IDEAL** for you...

faster...more efficient production
in caramel cutting and wrapping...
over 500 a minute.

*Detailed brochure tells you
how...get your copy today.*



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WRAPPING
MACHINE CO.
Middletown, N. Y. U.S.A.

EST. 1906

The Manufacturing Confectioner for December 1961

NEWSMAKERS



D. S. Greer

Don S. Greer, president of J. W. Greer Company, Wilmington, Mass., has been named to head the Associated Industries of Massachusetts. The group is an organization of approximately 2,000 business and industrial leaders of Massachusetts. The members elected Greer during the group's 46th annual meeting in Boston, recently.

N. Stein has been appointed secretary of Florasynth Laboratories, Inc., New York producer of flavorings. Stein, a CPA, was formerly assistant secretary and controller.

Sydney N. Stokes will retire at the end of the year as director of public relations and advertising of International Flavors & Fragrances Inc., New York City. He will continue to serve the flavor firm as consultant. Stokes joined IFF in 1955.

Frederick H. Leonhardt, Jr. has been elected president of Fritzsche Brothers, Inc.; and Edward E. Langenau, vice president and technical director.

Confectionery Brokers

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Water Ave., Portland, Oregon;
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New Broker Appointments

The following broker appointments were taken from the new listings which appear in the Directory of Candy Brokers section of The CANDY BUYERS' DIRECTORY for 1962. This new Directory is now available and includes the address, phone number, territory and lines of over 500 brokers. Copies of The CANDY BUYERS' DIRECTORY for 1962 may be ordered for five dollars each from the publishing office, 418 N. Austin Blvd., Oak Park, Illinois.

Paul F. Beich, Co., Bloomington, Ill.
Murphy-Young, Inc., Buffalo, N.Y.

Boyer Bros., Altoona, Pa.
Ben Burkhardt & Co., Mission, Kans.

Crystal Pure Candy Co., Chicago, Ill.
Blake Associates, San Francisco, Calif.

Dye Candy Co., St. Louis, Mo.
The Bratton-Rodems Co., Buffalo, N.Y.

F & F Laboratories, Chicago, Ill.
D. C. Sales Co., Cranford, N.J.

Fascination Candy Co., Chicago, Ill.
Ayres Brokerage Co., Fort Worth, Texas

Ferrara Candy Co., Chicago, Ill.
Arthur Raphael, New York, N.Y.

Fox-Cross Candy Co., Everett, Mass.
Hoffman & Keller, St. Louis, Mo.
Sam Santangelo, Clifton Heights, Pa.

Glenn Confections, Buffalo, N.Y.
Clements & Creasey, Uniontown, Ky.
Jerome K. Smith, San Francisco, Calif.

M. J. Holloway Co., Chicago, Ill.
F-R Sales, Omaha, Nebraska

Jaw Teasers, Boston, Mass.
Irving Gambert, Brooklyn, N.Y.

Leader Candies, Inc., Brooklyn, N.Y.
Samuel P. Goldstein, Philadelphia, Pa.

Marshmallow Products, Cincinnati, Ohio
Jack Brown Co., Fort Worth, Texas
Samuel P. Goldstein, Philadelphia, Pa.

Peanut Specialty, Chicago, Ill.
Jerome K. Smith, San Francisco, Calif.

Philadelphia Chewing Gum, Havertown, Pa.
Harry Youngman Brokerage, Denver, Colo.

Phoenix Candy Co., Brooklyn, N.Y.
The D.S.N. Co., Lynbrook, L.I., N.Y.

Quaker City Choc. & Conf. Co., Philadelphia, Pa.
Al Krebs Brokerage Co., Merriam, Kansas

Queen Anne Candy Co., Hammond, Ind.
Harwood-Tjaden Co., Los Angeles, Calif.

Reed Candy Co., Chicago, Ill.
C. E. Clark & Co., Richmond, Va.
Hyde Bros., Wichita, Kansas

Schoener's Candies, Inc., Reading, Pa.
D. C. Sales Co., Cranford, N.J.

Sperry Candy Co., Milwaukee, Wisc.
John L. Coursey & Co., Atlanta, Ga.

Sweets Co. of America, Hoboken, N.J.
Delbert Craig Co., Kingston, Pa.

Tell Choc. Novelties, Brooklyn, N.Y.
Edward E. Clark Co., East Cleveland, Ohio
United Brokerage Co., Los Angeles, Calif.

Vernell-Thompson Candy Co., Seattle, Wash.
R. Henry Taylor, Lexington, Ky.

Merchandising Memo

Candy and its Story. Why not build a window display around the new booklet "The Story of Candy"? Interesting passages from this booklet can be enlarged photographically, and mounted on cardboard. This, when used in your window along with your confections, can be an attention-getter that will help sell candy.

For example, picking at random from the booklet, page 17 contains a large picture of two girl scouts eating a candy bar. Below the photograph is the following information: *The energy food—"Sugar," "corn syrup," "molasses," "honey" . . . "butter," "eggs," "milk," "cream" . . . "chocolate," "nuts," "fruits," "jams" . . . these are foods candy is made of. Since any food product is as nutritious as the ingredients used in its manufacture, it is not surprising that so many nutritionists reserve a special place in the well-balanced diet for candy. The perfect diet, food experts say, combines six basic essentials—proteins, fats, carbohydrates, vitamins, minerals, and water. One or more*

of these elements is found in every ingredient that goes into candy."

The foregoing is just one page from the book, *The Story of Candy* . . . there are many, many more throughout the publication to give you window ideas galore. The salient points from the page, for example, we have put in quotation marks. These items can be highlighted and tied into *your* confection by stringing different colored ribbon from the words on an enlarged page to the appropriate type of candy, containing jellies, nuts, molasses, etc.

For animation in your window, use several enlarged pages on a turntable, or a mechanical flip chart.

Incidentally, the entire booklet makes a fine "give-away" for special customers. It is both interesting and informative reading, and can aid in building goodwill. One confectioner gave one to his local school superintendent; result, the superintendent asked if he could get 200. Obviously, he got them . . . gift of the candymaker. . . . Goodwill? Boy, I say! And goodwill will sell candy!

If you haven't seen the booklet, "The Story of Candy," order it (for 10¢) from the National Confectioners Association, 36 South Wabash Ave., Chicago 3, Ill.

Candy and the Telephone. Alexander Graham Bell did you a favor when he invented the telephone. Try

The word for
Candy Packaging is...

Glassine

Rhineland Glassine paper keeps candy fresh . . . in appearance and taste. Provides versatile protection in candy packaging. Glassine is economical, prints well and performs smoothly on automatic packaging equipment.

Rhineland Glassine is available in a wide variety of glossy sales appealing colors . . . embossed, opaque and translucent grades. Write for samples.



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DECEMBER

Vol. 21, No. 6

1961

The Manufacturing Confectioner for December 1961

the simple stunt each day of calling a dozen numbers, culled at random from your local telephone directory. Inform the recipient of the call that if he comes into your store within 24 hours, he will receive a credit memo of 25¢ toward the purchase of candy totalling \$2 or more. Keep phone calls brief and to the point. This promotion will add little to your monthly telephone bill. Experience shows about 20 to 25% of those persons contacted in this fashion will come into your candy store to pick up their credit memos. This is a profitable percentage, worth taking a look at.

Candy and Graduation. Shortly after the New Year, there will be a flock of high school students across the Nation going into their last semester. There is no better time than now to start planning to merchandise this event. Start by sending out letters to the graduating students. Letter should congratulate the student upon his achievement and extend best wishes for the future.

Use photos of the graduating class, secured either from the school or the photographer, in your window along with a display of choice boxes of candy and a placard suggestion of, "Remember your parents with a box of delicious candy in appreciation for their helpfulness."

candy business

(Continued from page 7)

lows: chocolate and chocolate covered items accounted for 21.0% of dollar purchases, candy bars 20.2% and chewing gum, 13.0%. Peanut candies 5.2%, mint candies 5.5%, hard candies 4.5%, marshmallows 4.1%, jellies 4.0%, lollipops 2.4%, caramels 3.0%, packaged rolls of mints 1.9%, licorice 1.7%, Christmas specials 1.9%, Easter specials 1.8% and other candies 6.6%.

Duffy moves to Williamson; Mamoser, to National Dairy

Robert Duffy has joined Williamson Candy Company as chemist. He was formerly at the Inland Sugar plant of American Molasses Company. He succeeds Robert Mamoser, who joined National Dairy Corporation at its Glenview, Ill., research facilities.

Bacher new chemist at Sears

Joseph Bacher, 18-year man at Curtiss Candy Company, has joined Sears, Roebuck and Company as confection and food chemist. He succeeds Robert Seabrechts, who established the candy specification and testing program at Sears. Seabrechts retired recently.

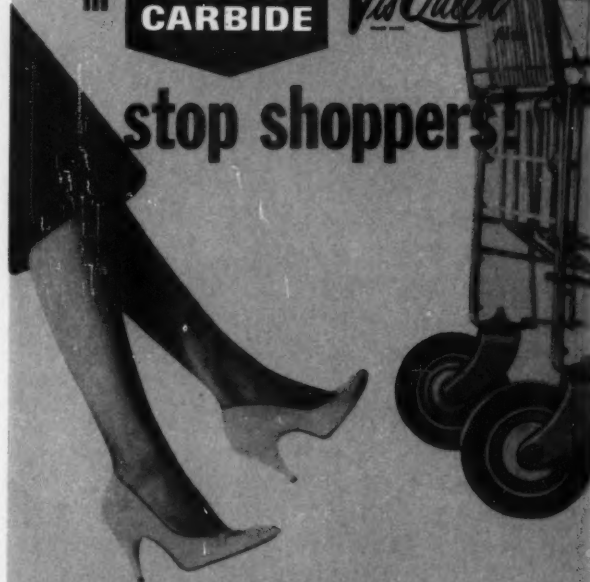
Products Packaged

in

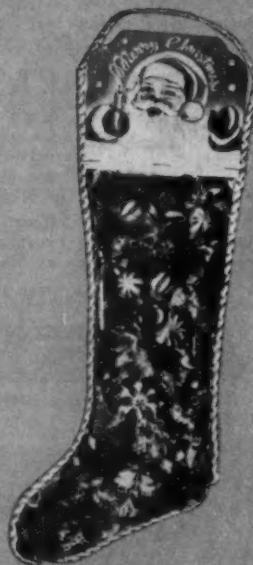
**UNION
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VisQueen

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Smooth, wrinkle-free VISQUEEN polyethylene film displays your product beautifully—catches the shopper's eye—tells her the product is protected for her benefit. When you specify VISQUEEN film for your product, you add a merchandising plus!



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VISQUEEN film—the original polyethylene film...best for packaging.

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solves problems of
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and filling production



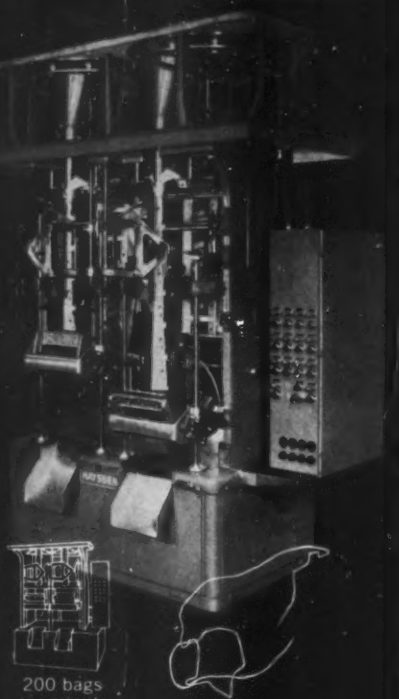
50 bags
per minute



Add conversion
equipment



200 bags
per minute

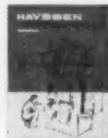


With an **EXPAND • O • MATIC** you can boost
production from 50 to 200 bags per minute.

With the new Hayssen EXPAND-O-MATIC, you buy only the production capacity you need to meet your present packaging requirements. As your needs increase, you can quickly, easily and economically add on to a basic EXPAND-O-MATIC machine and double, triple, even quadruple its production — at a fraction of the cost of the basic machine. EXPAND-O-MATICS range from single tube models with production rates to 50 bags per min. to double tube models with production rates of

up to 200 bags per min. Each machine packages a wide variety of products in all types of heat sealable papers, films and foils and is available with a choice of dependable Hayssen machine mounted scale, auger, pump or volumetric feeds.

Investigate the many outstanding features of the new Hayssen EXPAND-O-MATIC. Check the yellow pages for your local distributor or write for descriptive literature.



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NEW DRIVE MECHANISM — Heart of the EXPAND-O-MATIC is a new drive mechanism. The drive motor powers a rocker arm which raises and lowers two draw bars.

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New Packages

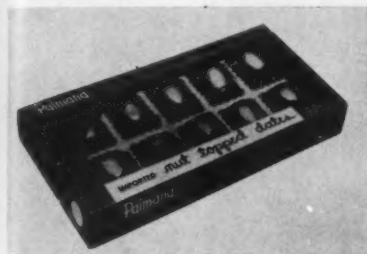


Delson "Swiss Mints" are now packaged in carton having four-color aluminum foil overwrap. Two sides of carton have bright green "minty" background, on which is printed in white the product name, stylized figures of a Swiss chalet, snow-capped mountains, and a young Swiss maiden in colorful native costume. The mints are pictured in closeup detail. The other two sides of the package are white with product identification in mint green letters. On one panel green pine trees replace the chalet and mountains; on the other, the Delson logo is printed in silver and also carries a description of other Delson candy products. The overwrap is printed in rotogravure, and finished with lacquer for increased product protection on the shelf. Unit was designed by Delson's art department in cooperation with Lord Baltimore Press, New York City, who did the printing.



A new cellophane overwrap takes Milk Chocolate Chew-ets, by The Goldenberg Candy Co., to market. Life-like reproduction by rotogravure printing emphasizes the tempting appearance of the candy pictured on the face of the ½ lb. box. Chrome yellow is the background for the overwrap, reverse-printed in five colors. Sampling techniques are being used to introduce the revised package in

supermarkets, drug stores and other candy outlets east of the Mississippi River. Overwrapped package designed and printed by Milprint, Inc., Milwaukee, Wis.



Package of dates has dates nested in a vacuum formed plastic insert. They are topped with almonds and coated with sanding sugar, and the attractive die-cut box overwrapped with heavy film. Superior Fruit & Confections, Inc., Staten Island, New York is the import-packer.

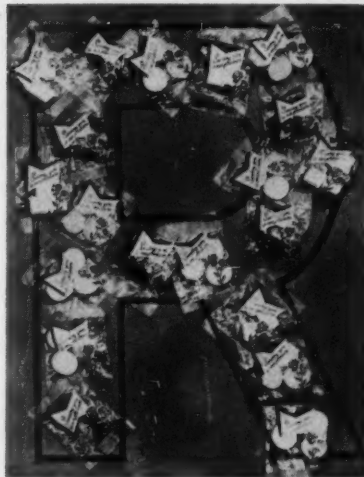
Pure milk chocolate Christmas ornaments, designed to be hung on a tree, are protected by bright multi-colored foil so that they are edible later. Imported novelty from



England by Lovell's, the hollow-mold ornaments are egg-shaped and have gold colored handstrings for attaching to Christmas trees. Six ornaments are packed in full-color window-type box, overwrapped with cellophane, and 24 boxes are in a point-of purchase display shipping carton. S. L. Kaye Company, New York City, imports the item.

Packaging for the institutional market has been done by Thos. D. Richardson Co., Philadelphia. New individual packets of After Dinner Mints in four varieties eliminates

all brand identification on the front. Instead, words, "Serving you is our pleasure" and two tea roses in red, green and white are used. List of ingredients, smaller block "R", and brand are printed on the back sheet. Each individual, sanitary packet contains three After Dinner Mints. The packs were designed and produced by Milprint, Inc., Philadelphia, Pa., with Du Pont MSD 53 cellophane.



CONFEX quality partitions and die-cuts add eye-appeal to your product and protect them from crushing, sticking together, etc. They are made from finest white, grey, kraft or dark chocolate cardboards . . . plain, waxed or silicated. Die-cuts are also made in plain, waxed, or glassine papers.

DOUBLE "X" DIVIDER



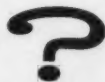
TEN CELL CHERRY PARTITION



"U" BOARD



CIRCLE ANY SIZE

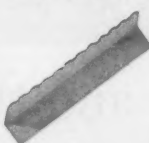


WHAT DO YOU NEED...

CANDY OR COOKIE PARTITION



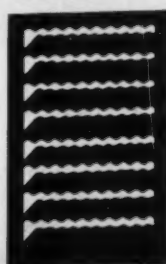
CHOCOLATE OR WHITE CANDY DIVIDERS



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DIE-CUT DIVIDER, AND LAYER BOARD



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PAPER COMPANY
SINCE 1924

3744 SOUTH ASHLAND AVE. CHICAGO 9, ILLINOIS PHONE LAFAYETTE 4-9280



368 sweet young things and their sugar daddy

"V" cellophane is the perfect sugar daddy for candy. Its polymer coating shuts out unwanted moisture and odors, keeps in the candy moisture and volatile flavoring compounds. The result is that candy in a "V" bag stays fresh and tasty up to 50% longer.

"V" is also a handsome sugar daddy. Its polymer coat produces sleek good looks and a brilliant print-

ing surface. And the good looks stay. That's the visible difference between "V" and ordinary cellophanes. Olin's "V" cellophane just doesn't hardly ever pucker, dry out or sag.

Unfortunately, sugar daddies aren't listed in the Yellow Pages, so you'll have to ask your converter or Olin representative about "V".

PACKAGING DIVISION **Olin**
FILM OPERATIONS, 460 PARK AVENUE, NEW YORK 22, NEW YORK

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(Continued from page 29)

Container: Cellulose bag printed in white.

Dragees:

Colors: Good
Panning: Good
Gloss: Good
Centers: Good
Taste: Good

Remarks: The workmanship and quality of the centers were very good, better than many we have in the U.S.A. at this price.

Review: The coating on these pieces had a good chocolate taste. In many samples of this type we find the coating tasteless.

Code 1J1

Milk Chocolate Shell Pieces

9¢

(Purchased in a candy shop)

Appearance of Roll: Good

Wrapper: 8 pieces are wrapped in gold foil. A paper band is printed in dark brown, red, white and yellow.

Pieces: The pieces are light chocolate shell pieces with caramel center.

Chocolate: Good
Molding: Good
Color: Good
Center: Good

Remarks: The best piece of this kind we have examined this year.

Review: A different and good eating shell piece. Good quality at the price of 9¢.

Code 2B1

Molasses Peanut Butter Chews
1¢ each

(Purchased in a chain variety store, Chicago, Ill.)

Sold in Bulk:

Chews: Chews are wrapped in wax paper, overall MST cellulose wrapper.
Colors: Good

Texture: Good

Taste: Good

Remarks: The best 1¢ chews of this kind we have examined this year.

Review: At the price of 1¢, this piece was of the best quality.

Code 2F1

Chocolate Coated Chews

8 ozs.—29¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Good

Container: Folding box, oblong shape, printed in yellow and brown. Imprint of chews in colors. Cellulose wrapper.

Chews:

Coating: Good
Center:
Color: Good
Texture: Good
Peanuts: Good
Taste: Good

Remarks: The best chocolate coated chews of this kind we have examined this year.

Review: The chews were very good eating. A good amount of coating and a tender, well flavored center.

Code 2H1

Peanut Nut Roll

4 ozs.—25¢

(Purchased in a chain variety store, Chicago, Ill.)

Appearance of Roll: Good

Wrapper: MST cellulose wrapper; oblong shape.

Roll:

Pecans: Good
Caramel: Good
Center, Nougat: Good

Remarks: The best pecan roll we have examined this year at this price.

Review: In many nougat roll pieces, we find the nuts soft and the nougat hard or very tough. This piece was very good eating.

Code 2P1

Peanut Brittle

9 ozs.—45¢

(Purchased in a candy shop, Chicago, Ill.)

Appearance of Package: Good

Container: Brown folding box, oblong shape. Gold foil wrapper printed in red, brown, yellow, white and gray. Imprint of brittle in colors.

Brittle: Brittle is packed in a sealed MST cellulose bag.

Color: Good
Texture: Good
Peanuts: Good
Taste: Good

Remarks: The best peanut brittle we have examined in some time, but a trifle high priced at 9 ozs. for 45¢.

Review: Seldom do we get a good real old fashioned peanut brittle. Most brittles are hard, thick and contain very few peanuts. This brittle was tender and had a good amount of peanuts in it.

Code 2C1

Chocolate Candy on a Stick

1¢

(Purchased in a chain variety store, Chicago, Ill.)

Sold in Bulk:

Appearance: Good for a 1¢ piece.

Wrapper: Wax paper wrapper printed in brown and red. Imprint of baseball player in colors.

Taffy:

Color: Good
Texture: Good for this type of candy.
Taste: Good

Remarks: The best 1¢ piece of this type we have examined this year.

Review: At the price of 1¢ this piece was of the best quality. We often wonder how some manufacturers of 1¢ pieces can put the quality they do in a 1¢ piece.

**FOOTNOTE ON
ASSORTED CHOCOLATES**

Some manufacturers of high priced

NU KREME—Grade "A" of All Nougat Creams

CENTER ROLL KREME—For Hand Roll
Chocolates

CONFECTIONERS' PECTIN—For Cut Slab and
Cast Jellies

DIPPING PIECE—Molasses Honey Comb
Chips, Mint Honey Comb
Chips, Peanut Butter Sticks,
etc. Ting-A-Ling

HY FAT—Production Perfected for Caramel,
Fudge and Toffee

KREME TEX—For Stand Up Caramels

BURCO CREAM POWDER—72% Butter Fat—
for instant Fresh
Cream and Fine
Butter Creams

CARAMEL PASTE—Caramel Apples, Caramels, Slab Fudge

BURKE PRODUCTS CO. INC. 317 W. Hubbard St. Chicago 10, Illinois

Assorted Chocolates wonder why their sales do not increase or why they do not sell as they did a few years ago.

We find that some are using a cheap grade of coating; also they are not using enough coating. Some assortments in the pound boxes are not balanced; too many creams, jellies and caramels. Some do not have any good hard candy pieces. Nougats many times taste like salt water taffy.

Flavors are most important, also. Any chocolates priced at one dollar or more should contain the finest flavors to be had in the centers. We find many use imitation flavors of the cheapest kind. In many cream centers, it isn't possible to tell what the flavors are; some taste like perfume. Regardless of how well centers may be made, the consumer will not like them if the flavor is poor.

Some of the box tops used in the high priced chocolates are very cheap looking.

Code 3E1 Assorted Chocolates 1 lb.—77¢

(Purchased in a chain drug store,
Chicago, Ill.)

Appearance of Package: Good

Container: Oblong box, two layer type. Brown mottled paper top, overall wrap, printed in brown. Crest and name in colors. Imprint of chocolates on sides. Dark brown crate used.

Appearance of Box on Opening: Good
Coatings: Dark & Light:

Colors: Good
Gloss: Good
Strings: Good
Taste: Good
Number of Pieces:
Light Coated: 13
Dark Coated: 9
Confectionery Coated: 4
Dark Coated Centers:
Vanilla Nut Cream: Good
Cordial Cherries: Good
Light Coated Centers:
Vanilla Nut Caramel: Good
Chocolate Nut Fudge: Good
Nut Nougat: Good
Confectionery Coating:
Molasses Coconut: Good
Assortment for this Type of Favorites:
Good

Remarks: The quality and workmanship of this box are far better than some one dollar assorted chocolates. The best assorted chocolates of this type at 77¢ that we have examined in some time.

Review: The assortment of centers in these chocolates was small for a one pound box but all pieces were good eating and of good quality.

Code 3G1 Marzipan Roll 4½ ozs.—59¢

(Purchased in a department store,
Chicago, Ill.)

Appearance of Package: Good
Wrapper: Roll is wrapped in cellulose;

gold seal printed in black.
Roll:

Coating: Dark: Good

Center: Center is a fudge type with almond, marzipan and nut pieces.

Color: Good

Texture: Good

Taste: Good

Remarks: One of the best rolls of this type we have examined. Very good eating.

Review: We receive very few Marzipan samples over the year. Most of them are anything but Marzipan. This sample had a fine almond taste and the right texture. Most Marzipan pieces are dry and hard.

Code 4B1 Miniature Chocolates 1 lb.—\$1.64

(Purchased in a candy shop,
Phila., Pa.)

Appearance of Package: Good

Container: Square box, one layer type.

Light green paper top, name embossed in center panel of maroon and gold. White paper wrapper overall print of Christmas trees in colors. Box tied with red and green grass ribbon.

Appearance of Box on Opening: Good

Number of Pieces:

Dark Coated: 30

Light Coated: 35

Three Layer Praline: 2

Gold Cups: 2

Jordan Almonds: 2

Green Acorns: 2

YOU'LL GO OVER
BIG
WITH CUSTOMERS
IF YOU SPECIFY
WILBUR
CHOCOLATE

Wilbur Chocolate Co., Lititz, Pa.

WHEN IT COMES TO QUALITY, PEOPLE MEAN MORE THAN MACHINES



Coatings, Dark & Light:

Colors: Good
Gloss: Good
Strings: Good
Taste: Good

Dark Coated Centers:

Vanilla Caramel: Good
Cordial Cherry: Shell Piece: Good
Vanilla Cream: Good
Cashews: Good
Molasses Chew: Good
Filberts: Good
Coconut Cream: Good
Apricot Jelly: Good
Dark Cream: Could not identify flavor
Brazils: Good
Mint Marshmallow: Very tough; too much color used
Nut Cream: Good

Light Coated Centers:

Vanilla Cream: Good
Dark Cream: Could not identify flavor
Vanilla Nut Caramel: Good
Filberts: Good
Glace Pineapple: Good
Solid Chocolate & Almonds: Good
Nut Taffy: Good
Nut Cream: Good
Mint Cream: Good
Taffy: Good
Nougat: Good
Molasses Chew: Good
Apricot Jelly: Good
Glace Cherry: Good
Almonds: Good
Cordial Shell Piece: Could not identify flavor
Honeycomb Chip: Good
Brazils: Good
Pink Cream: Could not identify flavor
Praline: Good

Jordan Almonds: Good
Gold Foil Cups: Good

Green Acorns: Very hard and dry
Assortment: Good

Remarks: One of the best assorted Miniature chocolates we have examined in some time. Suggest that some of the flavors be checked up. The mint marshmallow also needs checking up as it was too tough to eat.

Review: While there were a few pieces that were not up to standard, these chocolates were the best in this price field. The quality and workmanship were very good in all other pieces, and the pieces had very good coatings.

Code 4C1

Sour Lemon Drops

7 ozs.—29¢

(Sent in for analysis)

Container: Cellulose bag printed in green, white and yellow. Imprint of slices of lemons in color.

Drops: Drops are wrapped in cellulose printed in yellow.

Color: Good

Texture: Good

Lemon Flavor: Very good

Remarks: The best lemon flavor we have tasted in this priced lemon drops. Most lemon flavors in this price field are very cheap and many times we find the flavor rancid.

Review: We find in many hard candy lemon drops that the amount of acid



WHO
cut out
WHAT word
from the dictionary?

im-pos'si-bil'i-ty, n. [-TIES, pl.] 1. The fact or state of being impossible. 2. That which is impossible; something that can not exist or be done.—**im-pos'si-bly**, adv.

THESE are the men who cut it out:



... part of the staff of Automation Engineering Laboratory, Incorporated ... engineers, designers, inventors ... yes, even dreamers. They have consistently solved "unsolvable" manufacturing, handling or processing problems ... have designed and built "impossible" machines ... that worked! They have done this for companies among the top five in such varied fields as Automotive, Electrical, Food, Paper, Textiles ... etc.

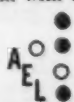
Most important: in developing, designing and producing new or improved machines, processes and automated systems for industry, Automation Engineering Laboratory has virtually eliminated costly risks of clients' capital! How? By AEL's new concept of "STEP-BY-STEP Automation"®.

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NOW...ABOUT YOUR PRESENT PROBLEMS

Whatever your automation problem, may we suggest you write or phone us? One of us will visit you ... listen carefully to your problem ... gather information. After studying your over-all layout, he will go back to Stamford and share your problem with other AEL Senior Staff Members. What he will then tell you is



"We can do it!" and ... on a contract basis you will appreciate. Remember, the word "impossibility" has been cut out of our dictionary. Try us.

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used overcomes the flavor. We wonder sometimes if any flavor is used at all, or only acid.

Code 4D1
Assorted Toffee
7½ ozs.—29¢

(Sent in for analysis)

Container: Cellulose bag printed in red, blue, gold and white. Attractive bag.

Toffees: Toffees are wrapped in assorted printed (in colors) wax paper.

Colors: Good

Texture: Good

Flavor: Good

Remarks: One of the best assorted toffees we have examined at this price. Well made and attractive wrappers.

Review: Most toffee samples we receive are tough and hard; many lack flavor. This toffee was very good eating.

Code 4H1
Chocolate Wafer Bar
11/16 ozs.—5¢

(Purchased in a food shop, Chicago, Ill.)

Appearance of Bar: Good

Size: Good

Wrapper: Inside foil wrapper, outside paper band printed in gold and blue.

Bar:

Coating: Milk Chocolate: Good

Center: Crackers: Good

Taste: Good

Remarks: One of the best 5¢ bars we have examined this year.

Review: In samples of this type of bar, we find the crackers soft; also very little coating is used. This bar had a good amount of coating and the cracker was brittle.

Code 4K1
Milk Chocolate Bar
1½ ozs.—10¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Bar: Good

Size: Good

Wrapper: Inside foil wrapper, outside paper wrapper printed in light blue, brown, gold and white. Imprint of cow in colors.

Bar:

Milk Chocolate: Good

Gloss: Good

Texture: Good

Taste: Good

Remarks: The best milk chocolate we have examined in a long time. The bar had a very fine milk flavor and was well refined.

Review: While this bar was a little high priced, the quality was outstanding. It also had a good chocolate flavor. Many milk chocolate bars lack a good chocolate taste.

Code 4J1
Coconut & Cereal Bar
1 7/16 ozs.—10¢

(Purchased in a food shop, Chicago, Ill.)

Appearance of Bar: Good

Size: Good

Wrapper: Cellulose wrapper printed in red, white and yellow. Imprint of girl's face in colors.

Bar:

Color: Good

Texture: Good

Taste: Good

Remarks: A different type of candy bar; good eating but a trifle high priced at 10¢.

Review: This is the first sample of a bar of this type we have received. It was very fine eating and had a good coconut flavor.

Code 4M1
Milk Chocolate Almond Bar
1¾ ozs.—10¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Bar: Good

Size: Good

Wrapper: Inside foil wrapper, outside white paper band printed in red, white and blue.

Bar:

Milk Chocolate: Good

Texture: Good

Almonds: Good

Taste: Good

Remarks: One of the best 10¢ milk chocolate bars on the market.

Review: This bar had a fine chocolate and milk taste. The almonds were brittle and a good amount of nuts was used.

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VEGETABLE
KETTLE WAX

INTERNATIONAL FOODCRAFT CORP.
184 NORTH 8th ST., BROOKLYN 11, NEW YORK

Code 4P1
Caramels
½ lb.—47¢

(Purchased in a department store,
Chicago, Ill.)

Sold in Bulk:

Caramels: Caramels are wrapped in MST cellulose and are finger shaped.

Vanilla Nut: Good

Chocolate Nut: Good

Remarks: A good eating caramel. Highly priced at 47¢ the half pound.

Review: While these caramels were highly priced, the quality was outstanding. They were very fine eating caramels.

Code 5A1

Dark Chocolate Coated Cordial Cherries

¾ lb.—\$1.39

(Purchased in a retail candy shop,
St. Louis, Mo.)

Appearance of Package: Good

Container: Long, oblong box, one layer type. Red glazed paper top, printed in red, white and dark green. Imprint of cherries on top in color. Paper wrapper overall printed in gold.

Appearance of Box on Opening: Good

Number of Pieces: 25 cherries, 2 cherries foil wrapped.

Dark Coating: Good

Gloss: Good

Strings: Good

Taste: Good

Center:

Cordial: Very Good

Cherries: Good

Flavor: Good

Remarks: The best cordial cherries we have examined this year.

Review: Many cordial cherries have very little or no cordial. These cherries had a fine cordial and a very good cherry flavor; the cherries were very tender.

Code 5C1

Filled Hard Candy Sticks
12 ozs.—\$1.00

(Purchased in a retail candy shop,
St. Louis, Mo.)

Appearance of Package: Good

Container: Acetate container and top. Foil seal printed in green.

Sticks:

Colors: Good

Gloss: Good

Center:

Cream: Good

Color: Good

Texture: Good

Flavors: Good

Remarks: The best flavors we have tasted in hard candy in some time. Very fine eating and good workmanship. Highly priced at \$1.00 for 12 oz.

Review: While these sticks were well made, they were slightly high priced. They did, however, have a thin jacket

and a soft cream center. The flavors were also very good.

Code 5D1
Assorted Chocolates
1 lb.—\$1.45

(Sent in for analysis)

Appearance of Package: See remarks

Container: Oblong box, one layer type.

Buff paper top with dark brown border, printed in green and dark brown.

Cellulose wrapper.

Appearance of Box on Opening: Good

Number of Pieces:

Light Coated: 14

Dark Coated: 16

Foiled: 1

Coatings:

Colors: Good

Gloss: Good

Strings: Fair

Taste: Good

Dark Coated Centers:

Strawberry Cream: Dry and hard

Vanilla Caramel: Good

Vanilla Fudge: Good

Hard Candy Nut Paste Blossom: Good

Buttercream: Good

Nut Toffee Chip: Good

Nut Nougat: Good

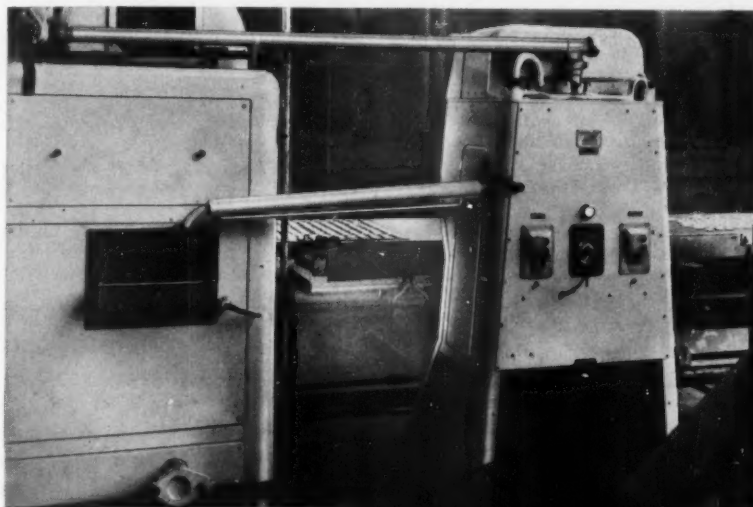
Coconut Paste: Good

Chocolate Buttercream: Good

Orange Cream: Weak flavor

Cordial Cherry, Foiled: Good

Light Coated Centers:



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Automatic
chocolate
TRICKLE FEED
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- **CONTINUOUS**
- **VERSATILE**
- **NO LABOUR**
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Solid Chocolate & Raisins: Good
 Vanilla Caramel: Good
 Chocolate Nut Fudge: Good
 Nut Nougat: Good
 Solid Chocolate & Nuts: Good
 Nut Crunch: Good
 Nut Cream: Dry and short
 Coconut Cream: Good

Assortment: Good

Remarks: One of the best samples of assorted chocolates we have examined this year in this price field. Suggest more colors be used in the top to make the box more attractive.

Review: This assortment of chocolates was very well balanced and the quality was of the best. While a few centers were not up to standard, the balance of centers was very good. The coatings were very good and had a good chocolate taste and a good amount was used on the centers.

Code 5F1

**Assorted Chocolate Covered Eggs
 11 ozs.—98¢**

(Purchased in a retail department store,
 St. Louis, Missouri)

Appearance of Package: Good

Container: Oblong box, one layer type. White paper top printed in Easter colors. Tied with yellow and green grass ribbon.

**Appearance of Package on Opening:
 Good**

Number of Eggs: 12 eggs:

8 Chocolate coated

4 Confectionery coating

Coating:

Chocolate: Good
 Confectionery: Good
 Centers, Cream: Good
 Flavors: Good

Remarks: Very good eating eggs.

Review: Most of the eggs we examined this year were far better than last year. This sample of eggs was a little different assortment, well made and of good quality.

Code 5H1

Marshmallow Bunnies

1 1/4 ozs.—10¢

(Purchased in a chain drug store,
 Chicago, Ill.)

Appearance of Package: Good

Container: Maroon colored tray, printed in yellow and white. Overall cellulose wrapper.

Bunnies: 3 pieces

Color, Pink: Good

Molding: Good

Sugaring: Good

Texture: Good

Taste: Good

Remarks: A good looking 10¢ Easter novelty. Very good container for a piece of this kind.

Review: The container was one of the best we have seen for a novelty package. Candy was good eating and of good quality.

Code 6K1

Cinnamon Dots

8 ozs.—19¢

(Sent in for analysis)

Appearance: Good

Container: Cellulose bag printed in red and white.

Dots:

Red Color: Good

Panning: Good

Finish: Good

Flavor: Good

Remarks: The best piece of this kind we have examined this year. Well made and a good cinnamon flavor. Cheaply priced at 19¢ for 8 ozs.

Review: The consumer that likes a good strong cinnamon flavor would enjoy eating these dots; very well made and good eating.

Code 6N1

Chocolate Chip Butter Mints

7 ozs.—25¢

(Sent in for analysis)

Appearance of Package: Good

Container: Cellulose bag printed in red, green and white.

Mints: These mints have a chocolate center.

Color: Good

Texture: Good

Flavor: Good

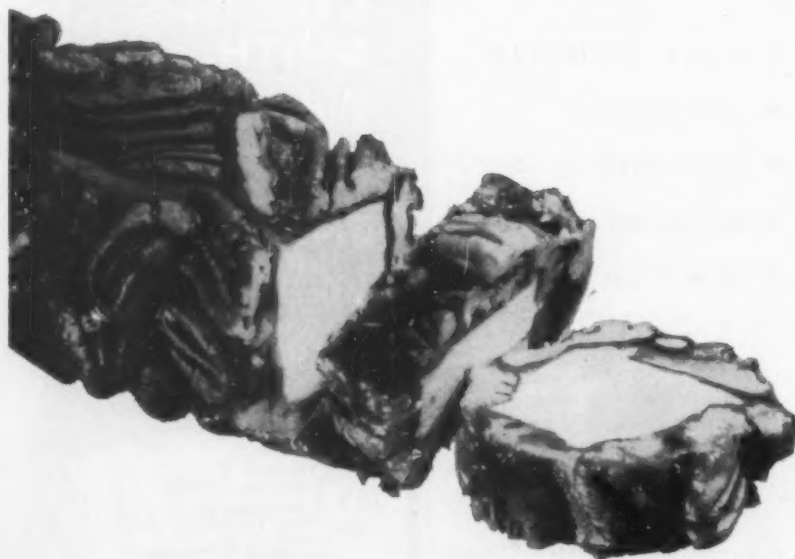
Chocolate: Good

Size of Piece: Good

Remarks: The best piece of this kind we have examined this year. Attractive printing on bag.

Review: The chocolate center in these mints had a fine chocolate taste. A very fine eating piece of this kind.

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Because: they're high oil content pecans—bright, full-meated and firm, with the delicate flavor of freshly shelled pecans.

Because: every pound of Fleischmann's is a pound of quality pecans, the pick of the pecan meats, rigidly graded to specification.

Because: they're backed with the kind of service which has earned Standard Brands a prestige reputation in the food field.

specify Fleischmann's *Fancy* Pecans

Standard Brands Incorporated—Branches in All Principal Cities

Code 6Z1
Dark & Light Covered Cherries
in Cream
½ lb.—65¢

(Purchased in a fancy food shop,
 Chicago, Ill.)

Appearance of Package: Fair
Container: White folding box printed in brown and pink. Sold in bulk.
Cherries:
Coatings: Good
Centers:
Light Coated Cherries: Good
Dark Coated Cherries:
Cordial: Good
Cherries: Good
Taste: Good

Remarks: The best cordial cherries we examined this year, but highly priced at 65¢ the half pound.

Review: We think these cherries are a little over priced but the coating and cordial were of the best. Very well made and good eating.

Code 6G1
Coconut Kisses
9 ozs.—29¢

(Sent in for analysis)

Appearance of Package: Good
Container: Cellulose bag printed in blue and yellow.
Kisses:
Color: Good
Texture: Good
Coconut: Good
Taste: Good

Remarks: The best piece of this type we have examined this year.

Review: Most coconut kisses we examine are hard and tasteless. This sample was soft and had a good coconut taste.

Code 6H1
Coconut Bon Bons
9 ozs.—29¢

(Sent in for analysis)

Appearance of Package: Fair
Container: Cellulose bag, paper clip on top printed in yellow, red and white.
Bon Bons:
Colors: Good
Coating: Good
Centers: Good
Texture: Good
Taste: Good

Remarks: The best Bon Bons at this price we have examined this year.

Review: The centers in these bon bons were very well made, soft with a fine coconut taste.

Code 6Q1
Chocolate Malted Milk Eggs
4 ozs.—27¢

(Purchased in a chain drug store,
 Chicago, Ill.)

Appearance of Package: Good
Container: Oblong box, white printed in blue, pink and yellow.
Eggs: 12 pieces in the shape of an egg.
 Piece is a large malted milk ball,

chocolate panned, and an outside coat of sugar.

Colors: Good
Panning: Good
Finish: Good
Texture: Good
Taste: Good

Remarks: A very fine eating piece, well made and cheaply priced at 27¢.

Review: The jacket on these eggs was very good, not too thick. The center had a fine malted milk taste and was very brittle.

Code 6C1
Toasted Almond Bar
2¼ ozs.—10¢

(Sent in for analysis)

Appearance of Bar: Good
Size: Good
Wrapper: Tin foil printed in red, gold and black.
Light Coating: Good for a 10¢ bar
Center:
Color: Good
Texture: Good
Almonds: Good
Taste: Good

Remarks: The best 10¢ almond nougat bar we have examined this year at 10¢.

Review: Most nougat bars are hard, tough or dry. Many times we find the nuts soft. The nougat in this bar was

foolproof

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G-400



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Functional proteins for better food processing

very fine eating and a good amount of almonds was used.

Code 6B1
Caramel Almond Bar
1¼ ozs.—5¢

(Sent in for analysis)

Appearance of Bar: Good

Size: Good

Wrapper: Glassine printed in red, gold and brown.

Bar:

Light Coating: Good for a 5¢ bar.

Center:

Color: Good

Texture: Good

Almonds: Good

Taste: Good

Remarks: A good eating caramel and almond bar; the best we have examined this year at 5¢.

Review: Caramels and caramel bars the past few years are one of the most abused pieces in the business. We find many that are hard, tough and tasteless; some have a strong condensed milk taste. This bar was tender and contained a good amount of almonds.

Code 6S1
Jelly Butter Mints
9 ozs.—29¢

(Sent in for analysis)

Appearance of Package: Good

Container: Cellulose bag printed in green, red and white.

Mints:

Color: Good

Texture: Good

Flavor: Good

Size of Piece: Good

Remarks: The best piece of this kind we have examined this year. Attractive printing on bag.

Review: The jelly in this piece was exceptionally good. Most jelly pieces of this kind contain very little jelly and what is there is tough or hard.

Code 6W1
Caramel and Peanut Bar
1¼ ozs.—5¢

(Sent in for analysis)

Appearance of Bar: Good

Size: Good

Wrapper: Glassine paper printed in gold, yellow and brown.

Bar:

Light Coating: Good for a 5¢ bar

Center: Caramel and peanuts

Color: Good

Texture: Good

Peanuts: Good

Taste: Good

Remarks: The best bar of this type we have examined this year at the price of 5¢.

Review: The caramel in this bar had a fine creamy taste. The peanuts were well roasted and brittle. In many peanut pieces, we find the peanuts are not roasted enough and some are soft.

Code 6X1
Walnut Nougat Bar
2½ ozs.—10¢

(Sent in for analysis)

Appearance of Bar: Good

Size: Good

Wrapper: Glassine printed in silver and blue.

Bar:

Dark Coating: Good for a 10¢ bar.

Center: Nougat

Color: Good

Texture: Good

Walnuts: Good

Taste: Good

Remarks: A good eating nougat bar, one of the best we have examined this year.

Review: The nougat in this bar was very well made and had a good flavor. The walnuts had a fresh taste.

Code 8H1
Maple Candy
4 ozs.—75¢

(Purchased in a department store, Denver, Colo.)

Appearance of Package: Good

Container: Square box, large window.

Buff and brown paper top printed in green and brown. Cellulose wrapper.

Appearance of Box on Opening: Good

Number of Pieces: 16—All 100% pure maple sugar pieces.

Candies:

Color: Good

Molding: Good

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Texture: Good
Maple Flavor: Good
Crystal: Good

Remarks: The best maple candies we have examined this year. Very well made and a good true maple sugar flavor. Very highly priced at 4 ozs. for 75¢.

Review: Very few maple candies we examine have a true maple flavor. This sample had an outstanding maple taste and the texture and crystal were very good.

**Code 8E1
Chocolate Mints
4 ozs.—59¢**

(Purchased in a department store,
Denver, Colo.)

Appearance of Package: Good

Container: Small oblong box, one layer type. Buff colored glazed paper top. Name and seal embossed in gold. Cellulose wrapper.

Appearance of Box on Opening: Good

Number of Pieces: 15

Coating: Light:

Color: Good

Gloss: Good

Strings: Good

Taste: Good

Center: Chocolate Paste

Color: Good

Texture: Good

Mint Flavor: Good

Remarks: This is the best piece of this kind we have examined this year.

Review: The mint flavor in this sample was very good. Many mint pieces we examine have a strong menthol taste. The chocolate paste had a good chocolate taste.

**Code 8G1
Home Made Summer Assorted
Candies
1 lb.—\$1.59**

(Purchased in a department store,
Denver, Colo.)

Appearance of Package: Good

Container: White oblong box, glazed paper top, name embossed in gold. One layer type. White paper wrapper printed in red, gold and white stripes tied with yellow colored grass ribbon.

Appearance of Box on Opening: Poor

Number of Pieces:

Chocolate Nut Fudge Pieces: 2—Good

Jelly Fingers: 5—Good

Assorted Caramels: 4—Good—No wrappers

Fruit & Nut Jellies: 2—Good

Confectioners Coating: 9—Good

Pecan Nougat Rolls: 2—Good

Peanut Clusters: 2—Good

Assortment: Good

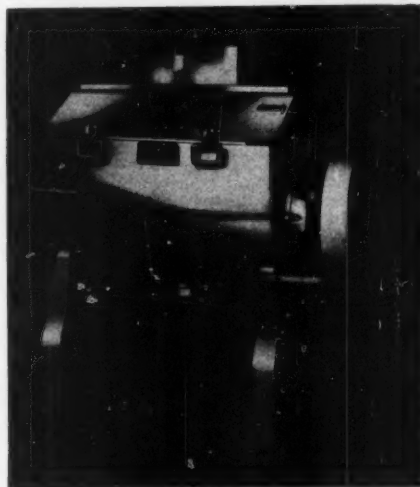
Remarks: Very well made home made pieces. Flavors and quality of candy were good. Suggest a good divider be used as candy was all at one end of the box and a number of bon bons were broken.

Review: For summer candies, we think

for Better Marshmallows

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standard by manufacturers. Built for strength and durability, it assures perfect manipulation of each batch. Hundreds of users in the United States and foreign countries prefer the Savage Beater for its economy in operation and performance in production, because it saves time, space, and operating cost. Four 200 pound Savage Beaters will supply a mogul for continuous operation.

THE FIRST COST IS THE LAST COST

- Unexcelled for volume and lightness
- Stainless construction—100% sanitary
- No corners for contamination
- Outside stuffing boxes—no leakage possible
- Maximum beating for volume
- Faster heat discharge from batch
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- Less power needed with roller bearings
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SAVAGE oval type marshmallow beater also manufactured with stainless water jacket, galvanized cast iron heads, paddles and breaker bars.

Since 1855

SAVAGE BROS. CO.

2638 Gladys Ave.

Chicago 12, Ill.



this assortment was very good. All pieces were good eating.

Code 8N1
Chocolate Eggs in a Plastic Egg Cup

3 ozs.—39¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Good

Container: Oblong box, crate divider. Board tray, printed in purple, yellow and green.

Eggs: 9 pieces. A filled chocolate egg in foil and placed in a small plastic egg cup.

Chocolate: Good

Molding: Good

Center: Good

Remarks: This is the best Easter novelty we have examined in a number of years. Very attractive foils, and the container is very well made. Every piece was in place. Very cheaply priced at 39¢.

Review: This is a new Easter novelty package; very well planned and different. This would make a fine table piece for an Easter tea or dinner.

Code 9A1
Peanut Bar
1 oz.—5¢

(Purchased in a variety store, Chicago, Ill.)

Appearance of Bar: Good

Size: Good

Wrapper: Inside glassine, outside paper band printed in brown, red, blue and white. Imprint of bar in colors.

Bar:

Color: Good

Texture: Good

Peanuts: Good

Taste: Good

Remarks: The best bar of this kind we have examined this year.

Review: A very good eating peanut bar with the right amount of candy and peanuts. The candy part of the bar was tender and brittle; the peanuts were well roasted.

Code 9C1
Honey Bar

1 3/16 ozs.—5¢

(Purchased in a variety store, Chicago, Ill.)

Appearance of Bar: Good

Size: Good

Wrapper: Glassine printed in red, blue, white and yellow.

Bar:

Color: Good

Texture: Good

Taste: Good

Remarks: We think this is the best bar of its kind on the market. We have examined this bar many times and always find it the same, well made and good eating.

Review: This bar had a tender chew and

did not stick to the teeth. Some bars of this type are tough and hard to chew.

Code 9F1
Nougat Candy
10/16 ozs.—10¢

(Purchased in a chain variety store, Chicago, Ill.)

Appearance of Package: Good

Size: Small for a 10¢ seller.

Container: Square folding box, white, printed in red, blue and gold.

Bar: Wrapped in tin foil.

Color: Good

Texture: Good

Taste: Good

Remarks: The best nougat of this kind we have examined this year. A very fine eating nougat.

Review: This nougat had a very fine flavor and was different from most samples we examine. Slightly high priced at 10/16 ozs. for 10c, the bar was the best of quality.


Code 9G1
Molasses & Peanut Butter Bar
1½ ozs.—5¢

(Purchased in a variety store, Chicago, Ill.)

Appearance of Bar: Good

Size: Good

Wrapper: Wax paper wrapper printed in red, yellow, blue and white. Imprint of a small girl in colors.



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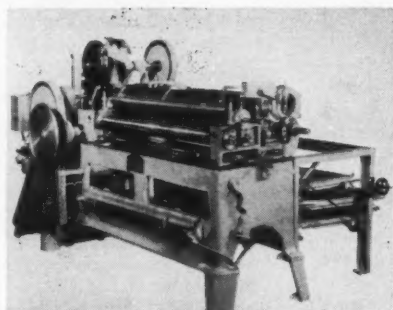


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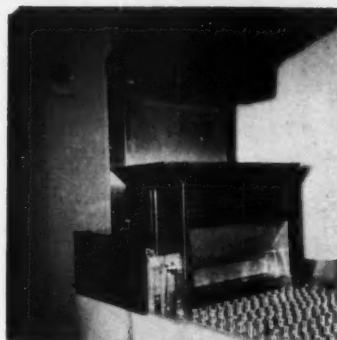


Why is the Hohberger Ball Machine Best?



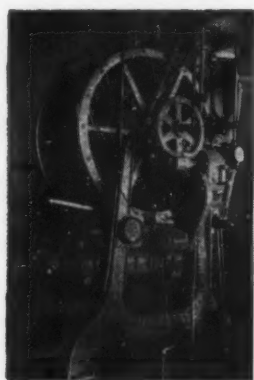
- Each piece individually formed, no burrs
- Sunbeam Starlights without expensive inlay
- Up to 1,200 lbs./hr.—only one operator

Why is the Hoffman Cluster Machine Best?



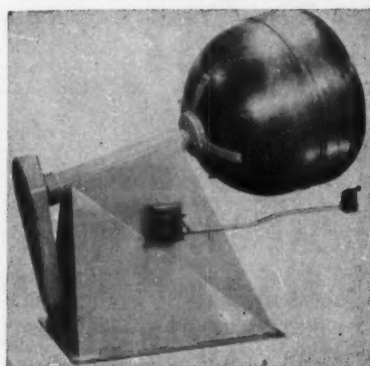
- Chocolate-to-nut ratio variable
- Stainless-steel construction
- Cream cluster bar attachment
- Easily disengaged from enrober

Why is the Hohberger Cream Machine Best?



- No pre-cook kettles with liquid sugar
- Continuous cooling without agitation
- Product uniformity—regardless of sugar content

Why is the Latini Revolving Pan Best?



- Spun bowl assures maximum strength and positive balance
- Oversized gearhead motor drive to withstand normal shock loads
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SEALS
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SEAL LETTER TODAY

Bar:

Color: Good
Texture: Good
Peanut Butter: Good
Taste: Good

Remarks: The best bar of this kind we have examined this year.

Review: In some peanut butter bars, we wonder what is used for peanut butter. Some are quite tasteless. This bar had a fine peanut butter taste and a good true molasses taste.

**Code 9M1
Butter Mints
12 ozs.—89¢**

(Sent in for analysis)

Appearance of Package: Good

Container: Round tin can, key type. Printed in green, white and yellow. Imprint of mints in color.

Appearance of Tin on Opening: Good

Mints:

Colors: Good
Texture: Good
Flavor: Good

Remarks: The best mints of this type we have examined this year. Very well made and good eating. A little high priced at 89¢ for 12 ozs.

Review: Some butter mints we examine do not have a good butter taste. Some are greasy and lack flavors; others have a strong imitation butter taste. These mints had a good butter taste and were well flavored.

**Code 10C1
Salted Jumbo Peanuts
5½ ozs.—29¢**

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Good

Container: Cellulose bag, paper clip on top printed in yellow, blue, brown and white.

Peanuts:

Roast: Good
Salting: Good
Pieces: About 40%
Texture: Good
Taste: Good

Remarks: One of the best salted jumbo peanuts we have examined this year. Very brittle and a good roast.

Review: We find in most salted peanuts and nuts we examine that the salt does not stay on the nuts. There are powders on the market that can be mixed with the salt to make the salt stick to the nuts. Again we find that some nuts are not roasted enough.

**Code 10J1
Hawaiian Jellies
8 ozs.—30¢**

(Purchased in a department store, Chicago, Ill.)

Sold in Bulk:

Jellies: Jellies were all stuck together.

Colors: Good
Coating: Summer, in colors: good
Texture: Good
Flavors: Good

Remarks: A good eating jelly.

Review: These jellies were very well made. We examined some jellies that were coated in summer coating and the coating did not stick to the jellies. This is caused by the jellies not being cooked high enough or the jellies contain too much moisture.

**Code 6M1
Butter Mints
7 ozs.—25¢**

(Sent in for analysis)

Appearance of Package: Good

Container: Cellulose bag printed in red, green and white.

Mints:

Color: Good
Texture: Good
Flavor: Good
Size of Piece: Good

Remarks: The best mints of this type we have examined this year. Attractive printing on bag.

Review: We have examined a number of different flavored butter mints which this company puts out. We find all of their products very good. Flavors and texture, also colors, are very good, and make excellent eating.

**Code 10K1
Marshmallow Jellies
1 lb.—59¢**

(Purchased in a retail bakery shop, Chicago, Ill.)

Appearance of Package: Good for this priced jellies.

Container: White folding box, two layer type, large window in center, printed in green.

Jellies:

Colors: Good
Texture: Good
Sugaring: Good
Flavors: Good

Remarks: The best marshmallow jellies we have examined this year at this price. Cheaply priced at 59¢ the pound.

Review: Marshmallow jellies are good eating. Many samples we examine are very hard and tough. In addition, the jelly part is often a tough starch gum. These were very good eating and the flavors and marshmallow were very good.

**Code 11C1
Bubble Gum Stick
1¢—No weight stated**

(Purchased in a chain variety store, Chicago, Ill.)

Appearance of Piece: Good

Size: Good

Gum:

Color: Good
Texture: Good
Flavor: Fair
Bubbles: Poor

Remarks: Suggest formula be checked as it was very hard to get gum to bubble.

Review: As a novelty bubble gum package, this sample was very different. The gum was not up to standard.

Code 11E1
Blanched Peanut Squares
8 ozs.—25¢

(Purchased in a chain variety store,
 Chicago, Ill.)

Sold in Bulk

Squares:

Color: Good
Texture: Good
Peanuts: Good
Taste: Very good

Remarks: The best peanut candy of this type we have examined in a long time; very well made and good eating. Cheaply priced at 8 ozs. for 25¢.

Review: This sample of peanut squares had a large amount of peanuts, well roasted and very small amount of candy. In many samples of peanut candy we examine, the peanuts are not roasted enough and too much candy is used.

Code 11G1
Malted Milk Balls
8¼ ozs.—39¢

(Purchased in a chain variety store,
 Chicago, Ill.)

Appearance of Package: Good

Container: Oblong folding box, large window on top and front side. Box printed in yellow, brown and white.

Balls:

Coating: Milk Chocolate:
Color: Good
Panning: Good
Finish: Good

Center of Malted Milk Balls: Good
Remarks: A good eating milk chocolate coated malted milk ball. This is the best sample we have examined this year at this price. Cheaply priced at 8¼ ozs. for 39¢.

Review: The quality and workmanship in these malted milk balls were better than some we examined at a higher price.

Code 11H1
Hard Candy Pop
1/3 oz.—2¢

(Purchased in a chain variety store,
 Chicago, Ill.)

Appearance of Pop: Good

Size: Good

Wrapper: Cellulose wrapper, name etc. printed on stick.

Pop:

Color: Good
Texture: Good
Flavor: Good

Remarks: The best 2¢ pop we have examined this year.

Review: This pop had a very good flavor. Most pops in this price range have a very cheap flavor; in some we doubt if any flavor is used.

Code 11N1
Caramel Taffy Pop
½ oz.—2¢

(Purchased in a chain variety store,
 Chicago, Ill.)

Appearance of Pop: Good

Size: Good

Wrapper: Cellulose wrapper printed in yellow.

Pop:

Color: Good
Texture: Good
Taste: Good

Remarks: The best 2¢ pop of this kind we have examined this year. Very good quality for a 2¢ pop.

Review: This pop had a very good caramel taste. Some caramel pops we examine look like caramel, but only color is used, no milk is used.

Code 11O1
Assorted Opera Gum Drops
1 lb.—23¢

(Purchased in a chain drug store,
 Chicago, Ill.)

Appearance of Package: Fair

Container: Cellulose bag, round paper tag on top printed in blue, tied with yellow grass ribbon.

Gum Drops:

Colors: Good
Sugaring: Good
Texture: Good
Flavors: Good

Remarks: The best opera gums at this price that we have examined this year. Suggest bag be printed in colors to improve the appearance.

Review: Most gums, regardless of size in this price range, are hard, tough, and have very cheap flavors. These gums were soft and contained very good flavors. Cheaply priced at 23¢ per pound.

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AACT Activities

Soya and egg whipping agents discussed at Atlanta meeting

Dr. Ken Gunther, Gunther Products was guest speaker at the November 17 meeting of the Atlanta section of American Association of Candy Technologists. He discussed use of Soya and Egg Whipping Agents in candymaking. The dinner meeting was held at Druid Hills Golf Club.—*C. R. Seiler, Secretary, Atlanta Section, AACT.*

Chicago section has big attendance at November meeting

More than 80 persons attended the November 21 meeting of the Chicago section of American Association of Candy Technologists, at which Gordon Winkler, Theodore R. Sills & Co., gave a progress report on the effectiveness of the industry-wide public relations program. The promotion program conducted by the Candy, Confectionery and Chocolate Institute had

some 800 million exposures in print, radio and television up to July . . . the latest for which tabulation has been made, Winkler told the group. He estimated that exposures of the candy story to the general public would approximate one billion at the time of the meeting.

Winkler told the technologists that the December 5th issue of Look Magazine will have a feature on candy; that Lea Gallic, the 1960 ambassadress of Candy has been on 250 radio-tv shows in 56 cities throughout the country, ranging from 5 to 40 minutes in length. He told that there has been 120,000 requests for the booklet "Candy and Entertaining", and that 1200 Women's clubs had been contacted in relation to the booklet. In addition, he reminded the audience of the Exhibit on Candy which opens on Dec. 4 in the North Foyer of the Chicago Public Library, and asked for various articles to make up the exhibit. (See November issue THE MANUFACTURING CONFECTIONER, page 68, for complete story of this library exhibit.)

Speaker of the evening, M. N. Neis, Package Machinery Co., was ill and his paper on candy wrapping machinery was read by Dick Boyle, Chicago salesman for the firm. Various foreign-made units were compared to American made machines for numerous types of candy wrapping.

CALENDAR

- Dec. 11; American Association of Candy Technologists, New York Section, Busto's Restaurant (6:00 p.m. Dinner) Speaker: C. Mascherin, Carle & Montanari, "Forming."
- Dec. 14-15; Western Confectionery Salesmen's Association Annual Convention, Pick-Congress Hotel, Chicago.
- Dec. 18; Confectioner's Salesmen's Club of Philadelphia, 2601 Parkway, Philadelphia (1:30 p.m.)—Election of Officers.
- Dec. 29; Boston Confectionery Salesmen's Club, Inc., Kenmore Hotel, Boston (Annual Meeting)
- Dec. 30; Southwestern Candy Salesmen's Association, Sammy's Oak Lawn Restaurant, Dallas (12:00 Luncheon)

1962

- Jan. 5; St. Louis Candy Sales Association, Congress Hotel, Union & Waterman, St. Louis (7:30 p.m.)
- Jan. 9; Boston Section, AACT, 1200 Beacon St. Hotel. Subject: Protective Film.
- Jan. 12; Los Angeles Confectionery Sales Club, Rodger Young Auditorium (12:00 luncheon)
- Jan. 12-14; Associated Retail Confectioners of North America, Southern Regional Conference, Deauville Hotel, Miami Beach, Fla.
- Jan. 15; Confectioner's Salesmen's Club of Philadelphia, 2601 Parkway, Philadelphia (1:30 p.m.)
- Jan. 16; Chicago Section, AACT, Austin Fine Arts Club, Chicago. Subject: Basic Chocolate Manufacturing; Speaker, Don Mitchell.
- Jan. 20; Associated Retail Confectioners of North America, Eastern Regional Conference, Commodore Hotel, New York City.
- Jan. 22-25; Plant Engineering & Maintenance Show, Convention Hall, Philadelphia.

- Jan. 26; Atlanta Section, AACT, Druid Hills Country Club, Atlanta.
- Jan. 26; Boston Confectionery Salesmen's Club, Inc., Kenmore Hotel, Boston (8:00 p.m.)
- Jan. 27-28; Candy Brokers Association of America, Semi-annual meeting, Pittsburgh-Hilton Hotel, Pittsburgh, Pa.
- Jan. 27; Southwestern Candy Salesman's Association, Sammy's Oak Lawn Restaurant, Dallas (12:00 luncheon)
- Feb. 21-23; Associated Retail Confectioners of North America, Western Regional Conference, Seth Thomas Inn, Monterey, Calif. (Held in conjunction with Western Candy Conference).
- February 21-23; Western Candy Conference, Mark Thomas Inn, Monterey, California
- Feb. 27-28, March 1, 1962; Western Candy Show and Convention of National Candy Wholesalers Association, Flamingo Hotel, Las Vegas, Nevada.
- April 9-12; National Packaging Exposition and Conference, Coliseum, New York City.
- April 25-27; PMCA Production Conference, Franklin & Marshall College, Lancaster, Penna.
- April 29-May 30; Flavoring Extract Manufacturers' Association 53rd Annual Meeting, Skytop Lodge, Skytop, Pa.
- June 3-7; National Confectioners Association, The Conrad Hilton, Chicago, Illinois
- June 3-6; Associated Retail Confectioners, The Drake Hotel, Chicago, Illinois
- June 21-23; Pennsylvania Manufacturing Confectioners Association, Galen Hall, Pa. (Annual Meeting)
- July 27-28; Candy Brokers Association of America, Annual Meeting, Commodore Hotel, New York City
- Sept. 8-16, 1962;—International Food Congress, 5th, New York Coliseum, New York City.

Helpful Books for Candy Plant Executives

Confectionery Analysis and Composition

by **Stroud Jordan and Katheryn E. Langwill**

This volume, first published in 1946, is still the only published reference work on the subject of confectionery analysis. It concerns itself with applicable data that covers composition of basic raw materials as well as that of the finished confections in which they have been employed.

116 pp. — \$6.00

Confectionery Problems

(*Confectionery Studies, Number 1*)

by **Stroud Jordan**

Stroud Jordan's reputation as an important candy technologist is based on this his first book. Published in 1930 it is still, in many areas, the final word on technology in the industry. Jordan's sense of responsibility to record his discoveries and knowledge for the benefit of the industry caused him to produce more writings on the technical and scientific aspects of candymaking than any other person in the field. The recognition given him in the form of the establishment of the Stroud Jordan Medal by the American Association of Candy Technologists rests on this sense of responsibility.

347 pp. — \$6.00

A Textbook on Candy Making

by **Alfred E. Leighton**

Here is a textbook where the reader can learn the basic fundamentals of candy making, the "how" and "why" of the various operations in non-technical terms. Particular attention is given to the function of raw materials, and why each is included in a formula.

175 pp. — \$6.00

Choice Confections

by **Walter Richmond**

This book, now in its second printing, is written primarily for the manufacturing retailer. It contains 385 formulas given in two batch sizes, one for hand work and one for machine work. All of these formulas have been production tested and have proven to be of great help to manufacturing retailers in varying old items and developing new ones. The book also contains a glossary of candy terms and chemical terms, a complete chapter on chocolate coating methods and a chapter on ingredients and their uses. It is an important and useful book for all manufacturing retailers.

544 pp. — \$10.00



Your Future Factory

by **V. P. Victor, M.E., P.E.**

A twenty page booklet contains the essentials of modern factory planning. It includes plant layout, process design, materials handling, building and structure, production line and financial planning. This is a reprint of the five part article which appeared in *The Manufacturing Confectioner* in 1958. Mr. Victor is well qualified to advise on factory layout since he has had considerable experience in such planning together with experience in design of candy machinery and process development. He is a consulting engineer with headquarters in New York City.

20 pp. — \$2.00

Profits Through Cost Control

by **Frank Buese and Eric Weissenburger**

This material deals with the problems of cost control in candy plants including planning for profit. The emphasis is on planning operations so that a profit will be made, and in early detection of those factors which will adversely affect profit.

36 pp. — \$2.00

How to Salvage Scrap Candy

by **Wesley H. Childs**

This booklet is a complete revision of the author's work "Modern Methods of Candy Scrap Recovery" published in 1943. A considerable amount of information has been collected since that time on methods and techniques of salvaging scrap candy. This booklet covers all types of candy, and gives many practical and economical ways of converting scrap candy into a useful form for re-use.

28 pp. — \$2.00

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BY HERB KNECHTEL
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Formula:

- 12 lbs. corn syrup
- 11 lbs. sugar
- 3 qts. 20% cream
- 5 qts. evaporated milk
- 2 oz. salt
- 1½ lbs. butter
- 10 lbs. coarsely chopped almonds
- 10 lbs. fondant
- vanilla flavor, with touch of lemon

Procedure:

Cook sugar, corn syrup and cream to a boil. While the batch is boiling, slowly add the evaporated milk so that the boil does not cease. After all the milk is in, add the butter in the same manner. Cook to your regular caramel test, or a firm ball.

After taking the batch from the fire, stir in the fondant, salt, almonds and flavor. Spread on a slab, and when cool, cut into caramel size and display in paper cups. This type of caramel can be cellophane wrapped, and may also be dipped.

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21-38" Coppe

3-60" Dragee

8-Extra Revol

HARD

1-National E
Vacuum Pu

1-Hard Cand

1-Otto Ha
Hansella R

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2-Hard Cand

2-Otto Ha
Rostoplast

Dies.

1-York Batc
Machine, i

tablet Dies

1-York Batc
Plastic Ma

1-Hansel Aut

1-Frankona
stick Dies,

1-Werner Ba
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1-Brach Cor
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1-Double Arr

1-Franke Cal
buttercup

1-Thomas Mi

1-Fruit Pulpe

2-Mills Batc

3-Cooling Ta

x 8 ft.

Select YOUR EQUIPMENT NEEDS FROM THESE Terrific Bargains!

MACHINERY MUST BE MOVED FAST! Act Now For First Choice!

MACHINERY FOR SALE AT PLANT OF HENRY HEIDE, INCORPORATED

STARCH MOLDING EQUIPMENT

- 3-National Equipment Automatic Steel Moulds with Depositors, and Stainless Steel Hoppers, Currie Loaders and Starch Tray Stackers and Center Cleaners. Moulds can be purchased with or without Loaders and Stackers or Cleaners.
- 1-Bausman Starch Casting Machine with Bausman Depositor, Stainless Steel Hopper, Starch Cleaner, Currie Center Cleaner.
- 1-National Equipment AD Wood Mogul with Depositor, Candy Conveyor, Currie Center Cleaner, Currie Loader.
- 2-National Equipment Heavy Duty Depositors with Stainless Steel Hoppers.
- 2-National Equipment Steel Starch Bucks.
- 1-Huhn Model DC-5 Double Drum Starch Dryer and Cooler with Cleaner and Interconnecting Conveyors.
- 3-Currie Center Cleaners.
- 1-Currie late style Center Cleaner - large size for soft marshmallow.
- 2-Currie Starch Tray Loaders.
- 4-Currie Starch Tray Stackers.
- 1-Marshmallow Dusting Drum.
- 4-National Equipment Colseth Lift Trucks.
- 8-Wolf Starch Cleaning Reels.
- 2-Wolf Starch Dryers.

REVOLVING PANS

- 93-38" Copper Revolving Pans, with and without Coils and Ribs.
- 21-38" Copper Dragee Revolving Pans.
- 3-60" Dragee Copper Revolving Pans.
- 8-Extra Revolving Pan Stands.

HARD CANDY EQUIPMENT

- 1-National Equipment Continuous Cooker with Vacuum Pump.
- 1-Hard Candy Plastic Machine consisting of 1-Otto Hansel Automatic Batch Roller, 1-Hansella Rostoplast Type 4A with a peanut, raspberry, block and drop pillow Dies, Cooling Conveyor and Elevator.
- 2-Hard Candy Plastic Machines consisting of 2-Otto Hansel Batch Rollers, 2-Hansella Rostoplast Machines with large selection of Dies.
- 1-York Batch Roller with Universal Plastic Machine and with medallion, twist and tablet Dies.
- 1-York Batch Roller with one Elder Robinson Plastic Machine with Dies.
- 1-Hansel Automatic Batch Roller.
- 1-Frankona Automatic Ball Machine with 2 stick Dies, 2 ball Dies and 1 barrel Die.
- 1-Werner Ball Machine with Sizer and large selection of Rollers.
- 1-Brach Continuous Cutter for buttercups, waffles, strings and pillows.
- 1-Double Arm Pulling Machine.
- 1-Franke Candy Cutting Machine for waffle, buttercup and humbug.
- 1-Thomas Mills Mint Cutter $\frac{3}{4}$ " x $\frac{1}{4}$ ".
- 1-Fruit Pulper.
- 2-Mills Batch Spinner.
- 3-Cooling Tables sizes 3 ft. x 6 ft. and 3 ft. x 8 ft.

PACKAGING AND WRAPPING EQUIPMENT

- 2-R.A. Jones Box Set Up, Filling and Closing Machines, for $\frac{3}{4}$ " x $1\frac{1}{4}$ " x $3\frac{1}{2}$ " box size. Serial Nos. 735 and 628. Speed of 204 to 220 per minute.
- 2-U.S. Automatic Type C10 Box Set Up, Lining, Filling and Closing Machines for $\frac{3}{4}$ " x $1\frac{1}{4}$ " x $2\frac{1}{4}$ " box size.
- 1-U.S. Automatic Type L2 Box Set Up, Lining, Filling and Closing Machine for $\frac{3}{4}$ " x $7\frac{1}{8}$ " x $3\frac{1}{2}$ " box size.
- 1-Cartoning Machinery Box Set Up, Lining, Filling and Closing Machine for $\frac{3}{4}$ " x $1\frac{1}{4}$ " x $2\frac{1}{4}$ " box size.
- 1-Cartoning Machinery Box Set Up, Filling and Closing Machine for $\frac{3}{4}$ " x $1\frac{1}{4}$ " x $3\frac{1}{2}$ " box size.
- 2-Wrap-King DW Wrappers.
- 1-Wrap-King DW Wrapper with Electric Eye.
- 1-Package Machinery DF Wrapper with Electric Eye and Cardboard Feed.
- 1-Lynch Wrap-O-Matic Wrapper.
- 2-Sapal PRMG Foiling Machines.
- 2-Standard Knapp Model 429 Carton Sealers with 8 ft. and 10 ft. Compression Units.

MIXING AND COOKING KETTLES

- 3-350 gal. Copper Steam Jacketed Cooking and Mixing Kettles, 60" diameter.
- 1-250 gal. Copper Steam Jacketed Mixing Kettle, 54" diameter.
- 3-150 gal. Copper Steam Jacketed Mixing and Cooking Kettles with gear head motor.
- 12-80 gal. Copper Jacketed Cooking and Mixing Kettles, single and double action.
- 2-60 gal. Copper Jacketed Mixing Kettles.
- 3-Savage 50 gal. Copper Patent Tilting Mixing and Cooking Kettles.
- 3-350 gal. Copper Steam Jacketed Cooking Kettles, 60" diameter.
- 1-200 gal. Dish Shaped Copper Steam Jacketed Cooking Kettle, 54" diameter.
- 2-150 gal. Copper Steam Jacketed Cooking Kettles, approx. 46" diameter.
- 16-Steam Jacketed Copper Cooking Kettles, 20 gal. to 100 gal. cap.
- 4-16" 2-Pot Bon Bon Kettles in Tables.

MISCELLANEOUS EQUIPMENT

- 1-White 20" Caramel Cutter.
- 1-Read 80 quart Mixer.
- 10-Crystal Cooking Tanks.
- 5-Bunn Tying Machines.
- 1-Seybold 60" Paper Cutter.
- 1-Savage 200 lb. Marshmallow Beater.
- 2-Mills Coconut Graters and 3-Mills Peanut Blanchers.
- 1-15 ton Refrigeration Unit with Cooling Tower, Heat Exchanger and Water Tank.
- 1-Tolhurst 42" Centrifuge.
- 1-York 5 ton Cooling Unit, 1-Curtis 5 HP Air Compressor, 1-Bucket Elevator, 3 floors high, 1-Cellophane Slitter, 2-Lightning Mixers, 6-Taber Pumps, $1\frac{1}{2}$ " to 4", 1-36" Gum Cooling Conveyor, 100 ft.
- 3-Hoists, 1-Electric Oven with pyrometer, 1-Humidity Cabinet, 1-Homogenizer, 1-Safe, 2-Gyrator Sifters, Blowers, Miscellaneous Cafeteria Equipment.

CHOCOLATE ENROBING EQUIPMENT

- 1-Greer 32" Coating Line consisting of 1-Greer 32" Feeder, 1-Greer 32" late style CG Coater, 1-Greer 32" Multi-Tier, 250 ft. long, with Packing Table.
- 1-National Equipment 32" Enrobing Line consisting of 32" Feeder, 32" Bottomer and 32" Economy Cooling Tunnel, 40 ft. long and Packing Table.
- 1-National Equipment 24" Enrobing Line consisting of 1-National Equipment 24" Enrober with Automatic Tempering Controls, 1-24" Economy Cooling Tunnel, 40 ft. long, with Bunker Box and Packing Table.
- 1-National Equipment 24" Enrobing Line consisting of 24" Feeder, 24" Bottomer, 24" Enrober, 24" Cooling Tunnel 40 ft. long, with Bunker Box and Packing Table.
- 1-National Equipment 16" Kihlgren Stringer.
- 1-National Equipment 32" Decorator.
- 1-Greer 32" Bunching Device.
- 1-National Equipment 2000 lb. Chocolate Melter.
- 1-Rockwell Jacketed Chocolate Horizontal Mixing and Tempering Tank, approx. 2500 lbs. capacity.
- 22-500 lb. Chocolate Melting and Tempering Kettles.
- 2-300 lb. Chocolate Melters.
- 2-Latini Chocolate Pumping Systems.

CHOCOLATE EQUIPMENT

- 1-Stehling 9600 lb. Chocolate Tempering and Mixing Tank.
- 2-Lehman 42" Triple Mills with Carborundum Stones and Bucket Elevators.
- 1-National Equipment 36" Triple Mill with Bucket Elevator.
- 1-Lehman 912 Roller Bearing High Speed 5-Roll Chocolate Refiner.
- 2-Lehman 712 Roller Bearing High Speed 5-Roll Chocolate Refiners.
- 1-Carver 5-Pot Cocoa Butter Press with Dean Hydraulic Pump.
- 1-Lehman Cocoa Powder Outfit, complete unit with Block Breaker, Pulverizer, Coolers and Interconnecting Conveyors.
- 2-Lehman and National 3-Roll Chocolate Refiners.
- 1-Lehman 5000 lb. Chocolate Mixing Tank.
- 1-Lehman 9-Compartment Cracker and Fanner.
- 1-Mikro Model 4TH Pulverizer.
- 1-National 5 ft. Chocolate Melangeur.
- 2-National Equipment Chasers.
- 1-National Bausman Chocolate Disk with Kettles.
- 3-Lehman 4-Pot Conges, 400 lb. per Pot.
- 1-Bauermeister 4-Pot Conge, 400 lb. per Pot.
- 3-Burns Cocoa Nib Storage Bins measuring 6 ft. x 3 ft. x 7 ft.
- 2-Burns Cocoa Bean Roasters.
- 4-Cocoa Bean Cooling Trucks with Blowers.
- 1-Cocoa Bean Sifter.

VELVET POWDERED SUGAR

A brand with
a reputation
for quality and
freshness

for the
**CONFECTIONERY
INDUSTRY**

We custom grind to your
specification today

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fresh ground sugar facilitates production

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Sugars
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The Manufacturing Confectioner for December 1961

2 CM 2000 Moguls replace 4 starch moulding units at Moirs Limited

Moirs
LIMITED

128 ARGYLE ST.
HALIFAX, CANADA

December 28, 1960

Mr. Herman Greenberg, President,
National Equipment Corporation,
153-157 Crosby Street,
New York 12, N. Y.

Dear Mr. Greenberg:

Our answer to recent enquiries about our experience with our new CM 2000 Mogul and its year old companion has been that these two Moguls are producing substantially more centers than the four which they replaced, the four consisting of two AD Woods and two from abroad, all four being postwar machines.

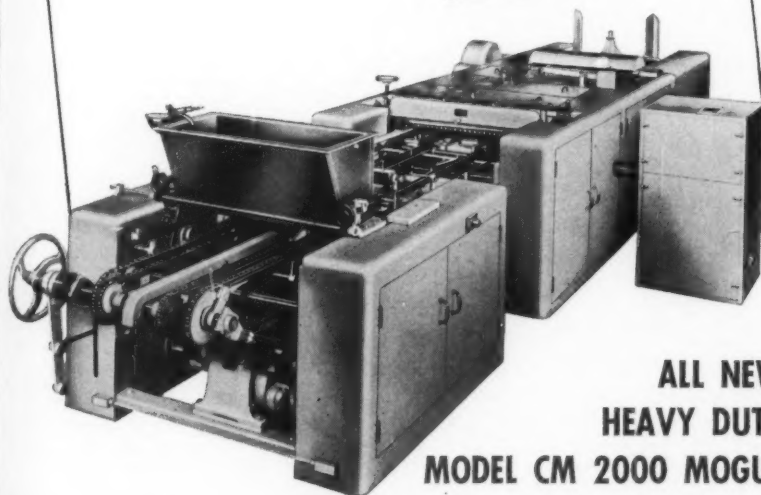
The performance of the CM 2000 Moguls has fully confirmed your promise of accurate uniform weights, practically no tailings, excellent cleaning of centers and reliable operation.

In a few words, the results have proved that we made the right decision in re-ordering National Equipment Corporation Moguls and we are enthusiastic about their operation.

With kind regards,

Yours very truly,

J. D. Fraser
J. D. Fraser,
Assistant General Manager,
Moirs Limited.



**ALL NEW
HEAVY DUTY
MODEL CM 2000 MOGUL**

**You require savings like
this...at a time when
all costs are rising!**

HERE'S PROOF OF PERFORMANCE!

J. D. Fraser,
Assistant General Manager,
Moirs Limited

says . . .

"The performance of the CM 2000 Moguls has fully confirmed your promise of accurate uniform weights, practically no tailings, excellent cleaning of centers and reliable operation."

ONLY THE FITTEST HAS SURVIVED!

National Equipment has been the only builder of starch moulding machines who has been able to stand the test of time and has earned world-wide customer satisfaction and recognition. We have established our leadership by going ahead with imaginative engineering and painstaking craftsmanship to design and build the best possible Mogul for the candy manufacturer.

These exclusive features add up to the CM 2000 Mogul's superiority

- * Increases in production of up to 50%.
- * Perfectly clean centers.
- * Pinpoint detail in moulding.
- * No breakdown of starch moulds at high operating speeds.
- * Micro-accurate weights of centers.
- * Precision control—no scrap, no waste.
- * Rugged construction to prolong machine life and cut maintenance costs.

If you need a new or additional Mogul, you're already paying for it in lost profits. Therefore you cannot afford not to invest in the latest and most efficient Mogul.

National Equipment will assist you to get the Model CM 2000 Mogul NOW, when you need it most! You can pay for this new Mogul over a period of time during which the savings you earn will cover your payments.

DON'T DELAY!

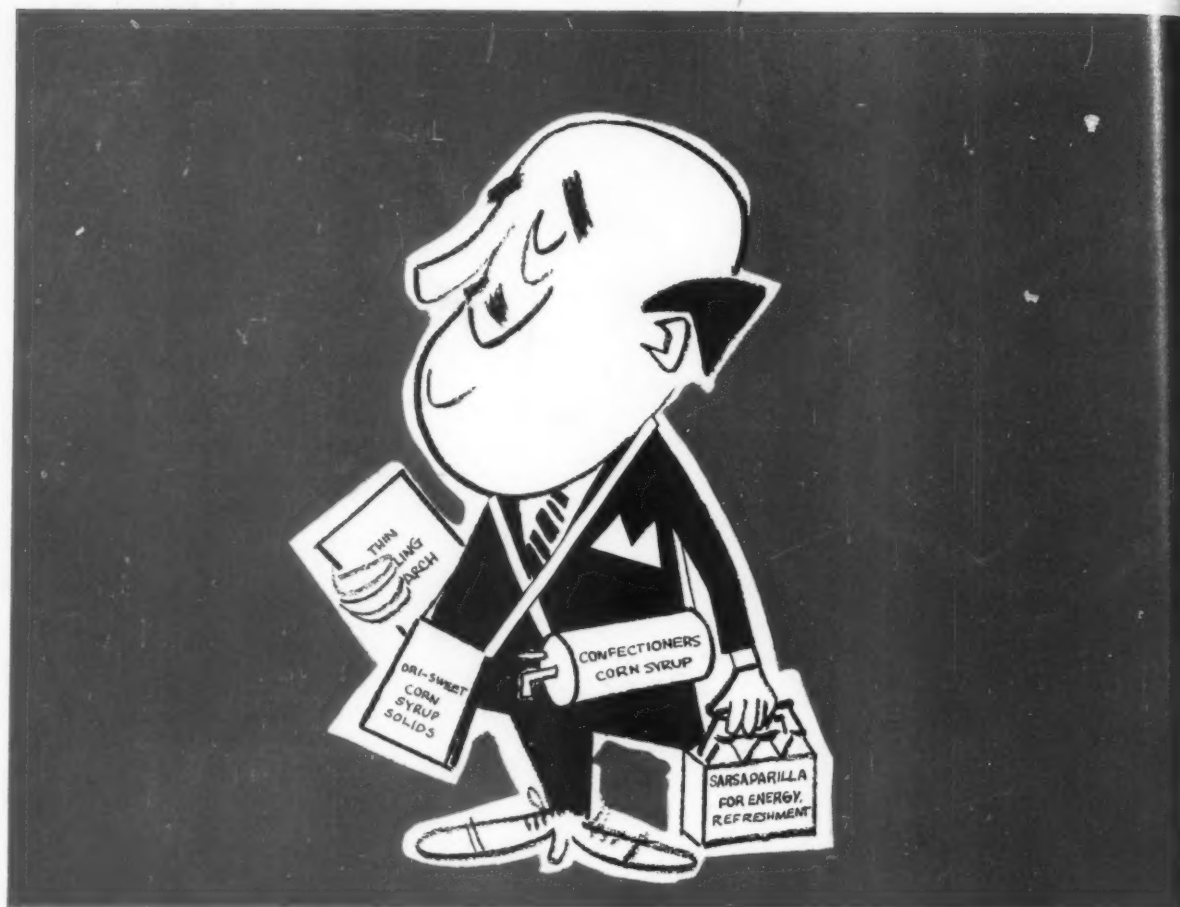
Our engineers will be happy to visit your plant and assist you in planning how to integrate a CM 2000 Mogul with your manufacturing operations for greater profits. No obligation.

**NATIONAL
EQUIPMENT CORPORATION**

153-157 Crosby Street
New York 12, N. Y.
212—CAnal 6-5333

163-167 North May St.
Chicago 7, Illinois
312—SEely 3-7845





The compleat Hubinger candy man

Even we have to marvel at his thoroughness. In addition to the visible accoutrements, his pockets are loaded with sundry weapons of his calling. For instance, in one pocket there are lollipops for street urchins as payoff for not letting the air out of his tires while he's making a call. In another, he carries his own special door-openers for use against stubborn receptionist-typists—peppermint candy sticks with typewriter erasers at one end.

His main stock in trade, of course, is the OK BRAND product group—as good as any, better than many. Here, you see him equipped for the field. His not-so-secret weapon is the very famous Hubinger service you get—on orders, in between orders. No wonder he starts each day with that completely confident smile!

Want to know first-hand what makes this guy tick? Just write, wire or phone for the whole dog-and-pony show.



THE HUBINGER COMPANY

KEOKUK, IOWA

New York Chicago Los Angeles Boston Charlotte, N.C. Philadelphia



CONFECTIONERS' CORN SYRUPS
DRI-SWEET CORN SYRUP SOLIDS
THIN BOILING STARCHES
MOLDING STARCHES

Prompt Truck and Rail Delivery

D
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